

# SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

JUNE 1957

We Trimmed Overhead 36%

page 29

Volume Rise

page 31

files

page 48

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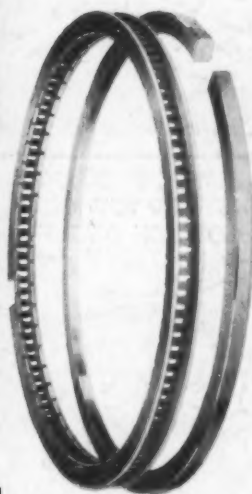
are Your  
Customers'  
Engines

tired out, too?



restore that  
New Car

Feel to tired engines with



Perfect Circle national ads are telling your neighbors that YOU are the logical man to see to wake up the "sleeping" power of their cars! We're telling them that you, their Doctor of Motors, know how to put new life into tired engines and bring back that wanted "New Car Feel."

When your overhaul jobs include Perfect Circle 2-in-1 Chrome sets you can be sure of satisfied customers. Perfect Circle 2-in-1 Chrome piston rings more than double the life of cylinders, pistons and rings because BOTH the top compression ring and the oil ring are plated with thick, wear-resisting solid chrome. Seat faster, too, because they are lapped in at the factory. So for longer life, sustained power and lasting oil economy, install PC 2-in-1 Chrome sets and be sure! Perfect Circle Corporation, Hagerstown, Indiana; The Perfect Circle Co., Ltd., 888 Don Mills Road, Don Mills, Ontario.

## PERFECT CIRCLE

2-IN-1 CHROME PISTON RINGS

*Double the life of pistons,  
cylinders and rings*

### Don't Miss Your Doctor of Motors Clinic

Sponsored by your PC Jobber, the Doctor of Motors Clinic is packed with facts of great value to you. Plan to attend the next one. For your added interest and enjoyment, you'll see the exciting movie of the latest Indianapolis 500-Mile Race.

ANOTHER BLUE STREAK  
SECRET SERVICE TIP FOR YOU

# SHERLOCK MCKANICK and MIKE

The coil didn't commit  
SUICIDE ..... it was  
**MURDERED !!!**



MICHAEL, I SUGGEST YOU BRING HER CAR IN AND INSTALL ANOTHER COIL. THEN CHECK THE SPARK PLUG GAPS AND THE RESISTOR, TOO!

BUT I JUST REPLACED THE COIL...

LATER

SHERLOCK, YOU WERE RIGHT. THE PLUG GAPS WERE WAY TOO WIDE. MISS CURVES' CAR IS RUNNING FINE NOW... BUT I GUESS I'LL HAVE TO GIVE HER THE COIL FREE.

GENEROUS BOY, MICHAEL. BUT IT'S YOUR FAULT FOR NOT CHECKING THE PLUG GAPS AND EXTERNAL RESISTOR THE FIRST TIME.



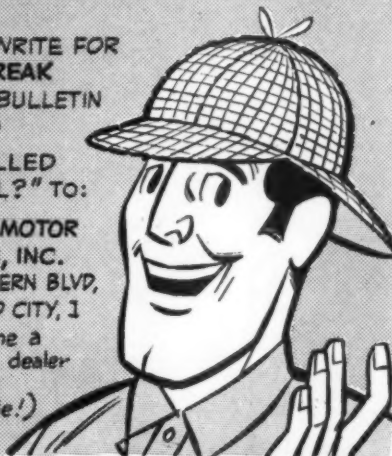
JIMINY, SHERLOCK, HOW DO YOU KNOW SO MUCH ABOUT IGNITION?

ELEMENTARY, MICHAEL. BLUE STREAK IGNITION GIVES US THE ANSWERS WITH THESE BLUE STREAK SERVICE BULLETINS.

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"WHAT KILLED THE COIL?" TO:

STANDARD MOTOR PRODUCTS, INC.  
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LONG ISLAND CITY, 1  
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MIKE, YOU'RE CUTE!



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WORLD'S FOREMOST  
HEAVY-DUTY  
IGNITION LINE



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Volume 37

Number 6

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**New**  
**PERMATEX Acrylic**  
**Cleaner and Polish**  
**requires no elbow grease**

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Needs no elbow grease! Just wipe it on and rub lightly. Wax need not be applied — the luster is in the acrylic resin itself.



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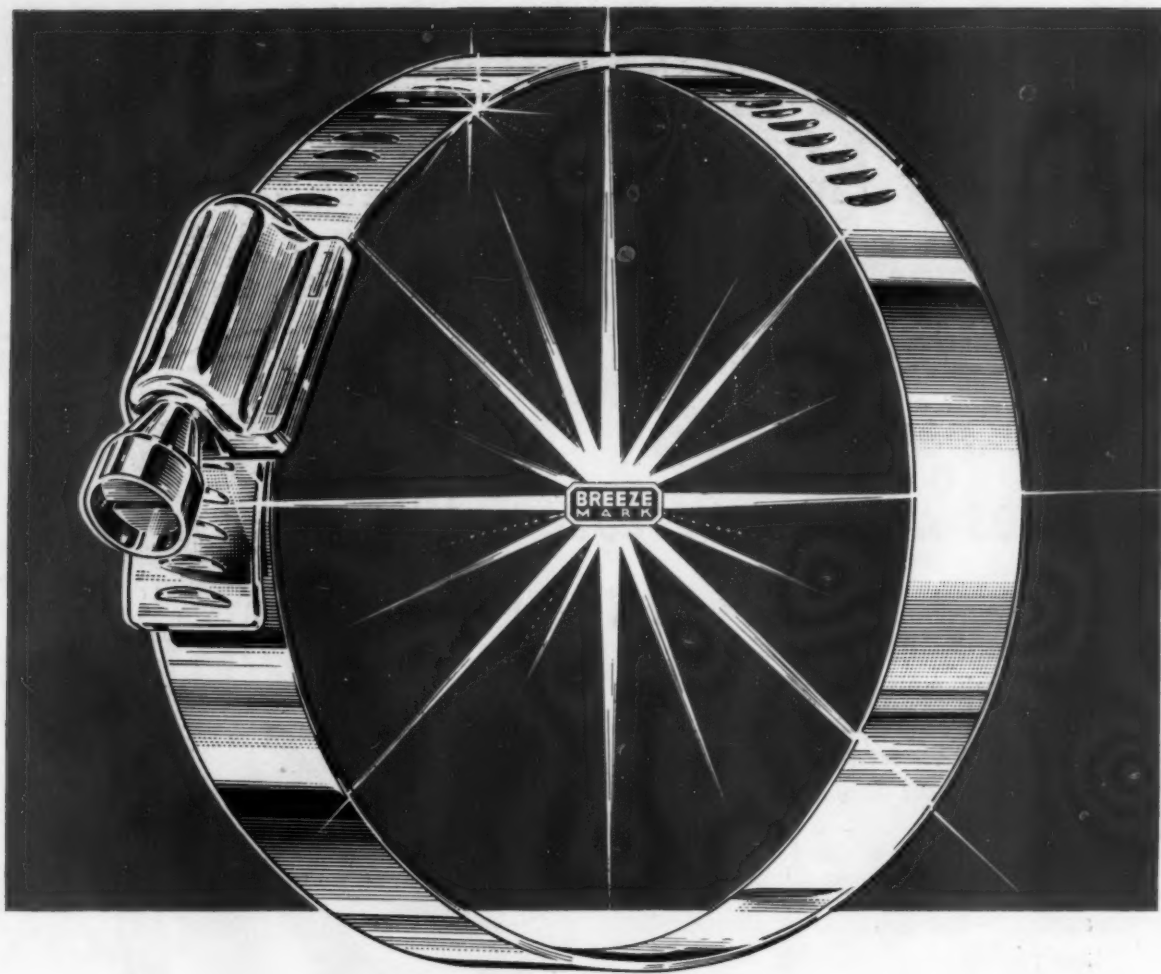
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REGULAR WORM GEAR HOSE CLAMPS

BREEZE CORPORATIONS INC., 700 LIBERTY AVENUE, UNION, NEW JERSEY

# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 37

JUNE 1957

No. 6

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SOUTHERN AUTOMOTIVE JOURNAL for June 1957

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The WARCO quality line of automotive chemicals stands for extra profits and extra safety dividends the world over. More than a quarter of a century of dependability has extended our reputation around the globe.

## WARCO S.A.E.70R1 HEAVY DUTY HYDRAULIC BRAKE FLUID

Approved by States  
with Brake Fluid Ordinances

S.A.E.70R1 is for use in trucks, tractors, buses, and for passenger cars when recommended by manufacturer.

## WARCO S.A.E.70R2 MODERATE DUTY HYDRAULIC BRAKE FLUID

For passenger cars and light trucks.

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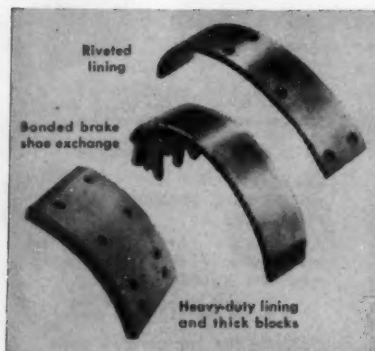
Want more facts? Use Reader Service Card Page 98





**America's Favorite Stopper  
has the KEY to  
better, more profitable  
brake service**

*"Stop that Customer" Program shows you  
how to sell a better job at a better price*



A complete brake job, done efficiently and priced fairly, is one of the most profitable services you can offer, as your American Brakeblok jobber representative will be glad to prove.

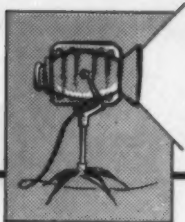
Your own good brake work results in satisfied customers who are your best salesmen. Add to them some "silent salesmen" in the form of the right kind of promotion, and your volume of this highly profitable safety service will continue to grow.

From simple, clear how-to-do-it information all the way to sales-making promotions, American Brakeblok's "Stop That Customer" program is made to order for the man who wants to "beef up" fading profits with a successful brake business. Get in touch with your American Brakeblok jobber today, and ask about American Brakeblok's program.

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**AMERICAN BRAKEBLOK DIVISION** • EXECUTIVE OFFICES, Detroit 9, Mich.  
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## Automotive **SPOTLIGHT**

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June 1957

"Confusion" exists in retail new-car selling today. Take it from a well-known factory executive with a broad background in the industry. And, said James J. Nance, there is no ready-made solution to the confusion in selling unless a dealer goes in for a specialty type--"hard, personal selling"--or for a merchandising program backed up with solid promotion which will create heavy showroom traffic, or a combination of both. The Ford vice-president in charge of marketing leaned especially toward the "hard, personal" selling in an interview with SAJ editors preceding his address before the annual convention of the North Carolina Automobile Dealers Association at Asheville last month.

"Out of focusing attention on the problem, there will evolve an answer," said the former GM executive and ex-president of Studebaker-Packard Corp. In some recent past years, he added, many veteran dealers have skimmed the cream off the market and quite a few are no longer in the business. "You have high attrition in many other businesses also today," pointed out the former president of Hotpoint.

Texas became the ninth state last month to enact legislation outlawing the sale of less than heavy-duty brake fluid. The law is effective this coming January 1. The measure was sponsored by the Highway Safety Council of Texas and the Automotive Wholesalers of Texas.

North Carolina has hopes of successful enactment of a motor vehicle safety inspection law at the next legislative session. Successful promotion of the voluntary safety checks this past month is being counted on to win over a public which booted out the old inspection law some years ago. Dealers and wholesalers continue to kindle interest in the measure in that state, as in some others in the South, but remain in the background for fear of being accused of selfish motives.

Spawned from the Southwest, the nation's garagemen meet this month at Toledo, Ohio, to air their growing pains as an organization reaching into more than 20 states. The June 20-23 convention will be the second annual one, and around 500 are expected to attend. Ralph James of Tulsa, Okla., and some others from the Southwest will be on hand to witness this latest in a series of sessions which initially started with a mere half dozen garagemen about six years ago.

Kentucky's franchised dealers took action last month representative of what a lot of their fellows think about the sales picture today. The directors of the Kentucky Automobile Dealers Association adopted a resolution expressing concern "over the number of dealers who have liquidated and many others who are seriously considering liquidation of their business." Said the board: "The dilemma is caused by improper and unfair distribution and the promiscuous appointment of low-overhead, non-service dealers." The group then urged that presidents of car factories be asked by the National Automobile Dealers Association to arrange "fair and equitable distribution on the basis of each dealer's potential in his own zone of influence, taking into consideration his facilities for properly servicing the product." North Carolina's dealers also called for action along similar lines in an effort to do something to promote a higher net profit than the .8% realized by the average dealer, according to NADA, last year.

# Does things no other ring can do!

## Sealed Power's NEW Stainless Steel Oil Ring

Now you can put performance into your ring jobs that can't be matched by any other oil ring! Sealed Power's Stainless Steel Oil Ring holds full tension at engine operating temperatures, positively resists corrosion and actually hardens in use.

### DESIGN ADVANTAGES

#### ← RADIAL PRESSURE

Circumferential abutment type design makes the ring independent of contour and depth of piston groove. It exerts its pressure uniformly — conforms more readily to the bore. The SS-50U is easy to assemble on piston.

#### CHROME RAILS →

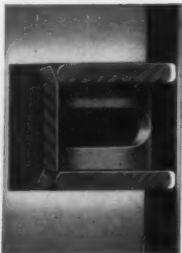
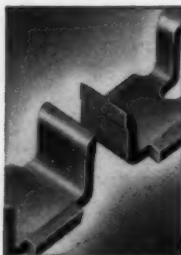
Full chrome-faced side rails assure long ring life. Special treatment of these rails produces quick seating.

#### ← BETTER OIL CONTROL

assured by uniform radial pressure. Full flow of oil back to crankcase obtained by maximum ventilation.

#### SIDE-SEALING →

is assured by the proper axial pressure of rails against sides of groove. This provides smoke control under high vacuum conditions.



SS-50U

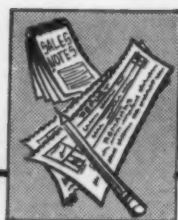
SEALED POWER CORPORATION • MUSKEGON, MICHIGAN

## Sealed Power Piston Rings

BEST FOR RE-RING!

BEST FOR RE-BORE!





## Automotive MARKETS

### Must Territorial Security Return?

**I**S THE restoration of territorial security — by whatever legal means possible — the only solution to the snipping away of larger dealers' market by nearby small-town dealers? Some dealers informally expressed this question last month in informal editorial interviews.

Some dealers protested that they had to move a fair number of cars, even at little if any profit, in the hopes of better times ahead. Commented one:

"If we let the several small dealers near our city outsell us in registrations of our make in my area, the factory may tell us we don't seem to be able to organize an adequate sales force and then pull our franchise."

Meanwhile, although the large-town dealers complained of this "encroachment" by dealers handling their makes of cars in the close-by smaller towns, some of the small dealers were reporting trouble with their own sales.

One "Big Three" dealer in a small South Carolina town who had been handling the line for 25 years asked a parts wholesaler to set him up as a sub-jobber and if his car factory objected to his also being a wholesaler, "I don't care because I can't make any money out of selling cars anymore." At least that's what the wholesaler reported to editors of SOUTHERN AUTOMOTIVE JOURNAL.

A bulletin issued by one state dealer association in the South recently reported that 39 franchise holders had closed their doors the first three months in that state and with few exceptions there had been no replacements.

One Chrysler Corp. dealer expressed the view that his prospects for Plymouths would be even better next year than this because the brand-new '58 Chevrolet would lift into the market what he said were many Chevrolet owners who were not interested in this year's model. Once they're in a buying mood, he said, every dealer stands a better chance of putting across a sale.

Some factory representatives have maintained that dealers should not seek a sizable profit on all new-car sales, but rather consider the over-all profit from all departments and the service volume to be anticipated later from most new-car sales. But dealers' replies to that were to point out that probably in no other industry were dealers expected to give away a normal profit in hopes of making money from a subsequent phase of their operations. Besides, they added, major shop items are becoming increasingly fewer due to improved engineering of cars in recent years.

Back to territorial security, the Federal Trade Commission has served notice it would slap a suit on any factory reincorporating any such feature in its selling agreements with its dealers. But the dealers figure — and the North Carolina Association so resolved last month — that the manufacturers can work out some compromise to improve the picture.

Informal, off-the-record polls of dealers have lately revealed around 75% favoring territorial security, whereas a few years ago the polls showed only slightly more than 50% approving this restriction.

One aggressive North Carolinian told editors at the convention that he opposed T. S. because his factory had encouraged him to erect facilities far beyond what his immediate trading territory could support. Call him a "stimulator," but he wants to live up to his capital outlay, he said.

### Tennessee Jobber Slaps Plug Price-Cutting

**S**ALE of spark plugs — well-known and well-advertised lines, too—by wagon peddlers and oil distributors at six to eight cents below 50-lot printed prices was attacked last month by a Tennessee wholesaler.

In one of many reports received in an editorial survey of wholesaler problems (see page 136), he reported his plug sales off approximately 60%.

"We suggest automotive jobbers demand that manufacturers do something about it," he said.

### Texas Dealer Features \$10,000 Money Tree

**A** NINE-FOOT tree loaded with \$10,000 in cash and merchandise certificates was installed recently in the showroom of Mike Persia Chevrolet, Inc., San Antonio, Texas, and the public invited to pluck with no obligation.

Pluckers stood to draw checks good for up to \$200, as well as certificates for air conditioners, de luxe radios and other accessories to be installed free in the new Chevrolet of their choice.

"There is no cost or obligation to buy a thing," advertised Vice-President and General Manager Tom Benson.

Promotion included big ads in newspapers showing employees lined up outside the exterior of the dealership.

### Brake Fluid Production Drops Almost 10%

**B**RAKE fluid production dropped almost 10% last year with slightly more than 9,500,000 gallons manufactured, compared with 10,624,619 in 1955, the Chemical Specialties Manufacturers Association reported.

The decrease in last year's production, the association said, probably can be attributed to "considerably lower" automobile production last year and to lower consumption per registered car.



**AIRTEX quality is more  
than a promise... it's a  
GUARANTEE!**

The AIRTEX name on fuel pumps and water pumps is a sign of quality that guarantees fine performance. Every AIRTEX pump is precision engineered and carefully inspected at each stage of manufacture, to assure long, trouble-free service. When you install an AIRTEX pump you are assured of complete customer satisfaction.

IF IT'S

**AIRTEX**

IT'S GOT TO BE GOOD!

ORDER FROM YOUR AIRTEX JOBBER . . . or write for catalogs today

**AIRTEX AUTOMOTIVE DIVISION • FAIRFIELD, ILLINOIS**



# Automotive NEWS BRIEFS



Members of the North Carolina Automotive Wholesalers Association who cruised aboard the M.S. Stockholm a year and a half ago were talking last month at their Raleigh convention about this menu served during the convention cruise to Bermuda in November 1955 — several months before the collision of the Stockholm and Andrea Doria out of New York. Note the "cold consommé Doria" listed in "Today's Special."

JANUARY	APRIL	AUGUST	DECEMBER
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

## Looking Ahead

### DEALERS

- Aug. 18-19 — Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, near Savannah.
- Aug. 25-27 — Annual convention of Automobile Dealers Association of West Virginia, Greenbrier Hotel, White Sulphur Springs.
- Sept. 8-10 — Annual convention of Automotive Trade Association of Virginia, Hotel Roanoke, Roanoke.
- Sept. 15-16 — Annual convention of Kentucky Automobile Dealers Association, The Sheraton-Seelbach Hotel, Louisville.
- Sept. 22-24 — Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
- Sept. 26-28 — Annual convention of Arkansas Automobile Dealers Association, Marion Hotel, Little Rock.
- Oct. 2-4 — Annual convention of Texas Automotive Dealers Association, Baker Hotel, Dallas.
- Oct. 14-16 — Annual convention of Truck Body and Equipment Association, Biltmore Hotel, Atlanta, Ga.
- Oct. 20-21 — Annual convention of

Oklahoma Automobile Dealers Association, Tulsa.

Oct. 20-22 — Annual convention of Florida Automobile Dealers Association, Balmoral Hotel, Bal Harbour, Miami Beach.

Nov. 3-5 — Annual convention of Mis-

issippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.

Jan. 11-15 — Annual convention of National Automobile Dealers Association, Miami Beach, Fla.

### GARAGEMEN

June 20-23 — Annual convention of Independent Garage Owners of America, Secor Hotel, Toledo, O.

### WHOLESALEERS

Sept. 12-14 — Annual convention and Trade Show of Automotive Parts Rebuilders Association, Congress Hotel, Chicago.

Oct. 16-17 — Fall convention of Virginias-Carolinas Automotive Wholesalers Association, Robert E. Lee Hotel, Winston-Salem, N. C.

Oct. 17-18 — Annual booth conference and convention of Automotive Wholesalers of Texas, Hilton Hotel, San Antonio.

Nov. 3-4 — Annual convention of Automotive Wholesalers Association of Louisiana, Jung Hotel, New Orleans.

Nov. 30-Dec. 6 — Convention Cruise of North Carolina Automotive Wholesalers Association aboard the Stockholm from Wilmington, N. C., to Havana and Nassau and return.

June 4-8, 1958 — Automotive Service Industries Show, Navy Pier, Chicago, Ill.

With steel erection completed, progress on Ford Motor Co.'s new aluminum castings plant at Sheffield, Ala., moves to enclosing the ribwork of the manufacturing area with aluminum siding. The office building, right foreground, will be of brick and gold-colored aluminum. The 200,000-square-foot plant will employ 800 people with an annual payroll of approximately \$4,000,000. Production of engine and automatic transmission parts will begin this fall and gradually increase to a possible 140 tons per day. Molten aluminum will be received in ladle trucks from Reynolds Metals Co. plant, partly shown in the upper left.





# MECHANICS — SHOP OWNERS

It's easy to own these genuine *Snap-on Tools*

with *Snap-on's* new  
pay-as-you-earn plan

• TEN PERCENT  
DOWN

• LOW,  
CONVENIENT  
PAYMENTS



**MECHANIC'S STANDARD  
SERVICE SET (5164-GS-B)**

A big, 164-pc timesaving kit of tools. A basic set for every mechanic.  
\$34.45 down — only \$7.07 a week



**WHEEL ALIGNMENT SET  
(2033-WA-5)**

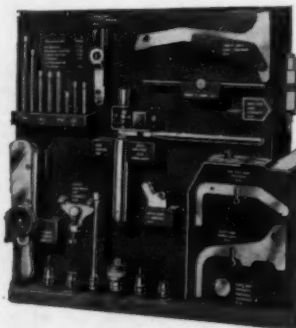
All the tools you need to keep front-end alignment work in your own shop.

\$40.40 down — only \$8.28 a week



**FERRET GENERAL SET (272-F-B)**

72-pc set of useful handles and various sockets to speed many jobs.  $\frac{3}{8}$ -in. square drive.  
\$12.25 down — only \$2.44 a week



**AUTOMATIC TRANSMISSION  
TOOL SET (2026A-AT-5)**

Handles most transmission jobs, quickly and surely. Pays for itself in a short time.

\$10.70 down — only \$2.10 a week



**ROLLA-BENCH (KR-300-B)**

Big, roomy, portable storage cabinet to take Snap-on tools right to the job.

\$20.95 down — only \$4.18 a week



**VALVE SEAT GRINDER SET  
(VG-124-B)**

All the units you need for efficient valve grinding. Re-surfaces hard to soft valve seats accurate and fast.  
\$18.85 down — only \$3.92 a week

See the Snap-on man next time he's in your shop. Remember — the Snap-on Credit Plan applies to all the tools in the Snap-on line. Use the tools you need — pay for them with increased earnings.

**ATTENTION SHOP OWNERS AND SERVICE MANAGERS**

— Be sure to pass this advertisement to your mechanics.

\*Snap-on is the trademark of Snap-on Tools Corporation.

**SNAP-ON TOOLS  
CORPORATION**

8052-F. 28th Avenue • Kenosha, Wisconsin





## Floridian Makes Midget Car Racing Safe Fun for Young "Hot Rodders"

**B**UILDING midget racing cars is providing a hobby for Johnny Garner, manager of Ross Chevrolet's body shop, St. Petersburg, Fla., as well as entertainment and lessons in highway safety for the children in his neighborhood.

At night and other spare time, Garner builds his tiny cars. He has put together three at a cost of \$300 each. They are constructed along the lines of a motor scooter, are approximately the same length and stand about 38" in back where the motor is housed.

The motor is a 4- or 5hp Cushman and the interior is lined with airfoam cushion. Motors are geared to push the cars along at 35mph, but Garner attaches a governor to each for use when the neighborhood children become jockeys.

Not only does Garner build the cars for the children's fun, he has also built a track where they can test his cars and learn highway safety.

"I never let the kids race," Garner said, "and with the governors they can't go fast enough to get hurt if they did hit something."

"They do what I tell them because if they don't they can't drive for a spell. I make them stand a safe distance away from the track and check them out personally before allowing them to drive alone. They learn to start and stop and to respect the rights of the other driver. We have lots of fun. They are all around when I'm working

on a car and I tell them the names of the various parts."

Garner's two children, six-year-old Robert and 12-year-old Lucille, are expert midget drivers. At the Pinellas Park Elementary School, where he attends, Robert is known as "Hot Rod" Garner. They appear in photo above.

## Texas Automatics Schools Graduate 110 Mechanics

**S**EVEN "schools" of the automatic transmissions training program, jointly sponsored by the Automotive Wholesalers of Texas and the Division of Extension of the University of Texas, graduated a total of 110 mechanics May 24.

Out of 112 enrollees, only two failed to attend every session of the 36-hour, ten-night course. One was forced to withdraw because of injuries received in an automobile accident; the other did not attend the required number of sessions.

George E. Burt was the instructor of the curriculum covering actual take-down and reassembly of all types of automatic transmissions (except Jetaway). In addition to the night sessions, Burt spent daylight hours in the shops of enrollees helping them with specialized problems.

A three-hour orientation course for countermen in the name, location and function of component parts of automatic transmissions was added by popular demand by

Burt, with 36 countermen completing the course thus far.

Subject to meeting qualifications of sponsorship, training site and sufficient enrollees, other schools are tentatively scheduled for the remainder of 1957 in Wichita Falls, June 3-27; McKinney and a town yet unnamed, July 8-Aug. 2; Hamlin, Aug. 5-16; Beaumont and Port Arthur, Sept. 9-Oct. 10, and Big Spring and Midland, Oct. 14-Nov. 14.

## Lakeland, Fla., Elects Foster

Frank Foster of Lakeland (Fla.) Lincoln-Mercury is the new president of the Lakeland Automobile Dealers Association. Vice-president is Paul E. Naylor, Naylor Nash-Hudson, and George J. Husek, M. P. Tomlinson Co. (Cadillac-Oldsmobile), is secretary-treasurer.

This Raleigh, N. C., De Soto-Plymouth dealership ran this ad last month in its local newspaper.

**RAWLS MOTOR CO.**

### The Five Doctors

Have you taken a recent look at that television pitchman who earns his keep by telling people how to be regular? Note this stethoscope; it jangles at the mention of the "five New York doctors" who allegedly put their OK on the stuff the guy is peddling. Another stethoscope laden lad says his stuff is endorsed by 3 leading hospitals. We often wonder who the doctors are and where the hospitals are located. It seems to be a secret. But there is no secret about the cures TV salesmen have come up with, they even invent diseases like "tired blood" and "Gray sickness" which exist only in the frenetic brain of the hucksters. The real doctors must go nuts trying to explain to their patients that a lot of "diseases" are pure fictional products of imaginative radio and TV charmers.

We had a man in here the other day complaining about a hard starting car. One of our car doctors uncovered a strange gimmick attached to the coil. The man had bought it from a street merchant who told his listeners that it would save gas and oil and make starting easier so the man paid \$12.00 for it. The thing did make starting easier. It also burned out the points and condenser... so fast that replacements were necessary every month. A rather expensive and time consuming gadget. Maybe the inventor was one of the "five doctors" headquartered at the 3 hospitals.

It all adds up. If you are offered a cure for a strange disease, whether it's on Radio, TV or a street corner. Think. Your own doctor is your neighbor. His livelihood depends on your good health. He's not out to sell anything but health for you and your family. Same way with your car. Beware of non-factory gadgets attached to your motor. If anything is ever made to improve motor performance, the car maker, especially DeSoto, will make it and put it on the car when it is built. Besides, if your car starts hard and stops slow, bring it in here where our factory trained car doctors can fix it. They have nothing to sell but happy and economical motoring for you and your family.

Since 1914—A Good Firm To Deal With—  
To Buy Trade or Service Your Car  
in the Meantime—SLOW DOWN AND LIVE

**RAWLS MOTOR COMPANY**  
**DESOTO-PLYMOUTH**  
N. C. DuRoi Lumber Co. Bldg. 1219  
405-407 Fayetteville St., Raleigh  
Pick Up and Road Service Phone TEmple 2-4345

**You'll Get Them  
COMING and GOING  
with *wix*!**



More and more car owners are rolling into service establishments all over the country, asking for WIX Oil Filter Cartridges. WIX tells your customers, in LIFE and the SATURDAY EVENING POST, about the damage that dirt and grit in motor oil can do to a car engine. And, "when motor oil becomes a dirty word" — WIX is THE Oil Filter to use! WIX not alone brings 'em in, but also gives you the most advanced selling aids in the business . . . the time-saving, profit-producing sales tools that MAKE your location a profitable Filter Service Center. If you don't have the WIX-O-MATIC Sales and Service Plan operating for you right now, you're losing sales! For, you can have it FREE to speed your service and step up your profits — PLUS GUARANTEED SALES! Get the WIX-O-MATIC story from your Jobber or write us direct right now.

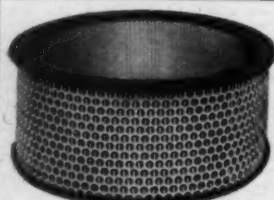
***wix*®**  
**OIL FILTERS     AIR FILTERS**  
**AUTOMOTIVE • INDUSTRIAL • RAILROAD**  
**WIX CORPORATION • GASTONIA • N. C.**

*In Canada: Wix Accessories Corp. Ltd., Toronto*



#### WIX-O-MATIC

The money-making Filter Service Plan that's revolutionizing Oil Filter Cartridge sales! Makes your service quick and profitable — the right Cartridge, always at your fingertips. Minimum, controlled inventory. GUARANTEED SALE! And, you can have WIX-O-MATIC — FREE. Ask for details.



High porosity POLYMITE pleated filtrant retains microscopic particles... lets the air through! Imbedded in plastisol seals with corrosion resistant metal shields.

#### ***wix*®** **DRY TYPE** **POLYMITE AIR FILTER**

Another BIG Profit-Maker from WIX—for YOU! WIX Air Filters trap more dirt and dust, last longer... yet maintain high air flow rates. Tests show less pressure drop when new, and even after thousands of miles of service . . . always a positive seal against by-passing. An outstanding example of WIX Engineered Filtration. Get the facts and prices from your WIX Jobber, TODAY!

#### *Now—* **"SPIN-ON" TYPE** **OIL FILTER FOR** **OLDSMOBILE** **BUICK and PONTIAC**



A simple WIX Kit (K-40) converts the hard-to-get-at Full-Flow Filters on these cars to use the new WIX "Spin-On" Filter that is original equipment on 1957 Ford Family cars.





A speaker and the new officers elected at the annual convention of the North Carolina Automobile Dealers Association last month lined up for this photo at Asheville (l. to r.): James C. Moore, a native of York, S. C., general counsel of the National Automobile Dealers Association; Allan Mims of Rocky Mount, state NADA director; John M. Tiller of Durham, retiring president;

Walter A. Deal of Asheville, elevated from vice-president to president; Ralph Winkler of Boone, secretary; H. S. Mobley of Greensboro, treasurer, and Joe A. Watkins of Oxford, vice-president. Mrs. Beattie B. Balentine is the veteran executive secretary of the group, which embraces 95% of the enfranchised dealers. The convention attendance was estimated at about 650.

## Clauses on "Service Responsibility" Urged by North Carolina Dealers

"SERVICE responsibility" clauses in dealers' contracts were urged upon the car factories last month in a resolution adopted at the 22nd annual convention of the North Carolina Automobile Dealers Association.

The measure, offered by the resolutions committee, set forth that NCADA was "greatly concerned" over the number of dealers who have closed their doors and others "on the verge" of closing due to what was said to be improper distribution practices.

The resolution asked that the National Automobile Dealers Association request manufacturers to adopt the clauses and that "immediate steps" be taken to eliminate bootlegging and cross-selling.

Retiring President John M. Tiller of Durham said the association had been "watching" parts discounts sought by insurance company representatives. He also reported that the association had voted a \$1,000 scholarship to promote highway safety.

Frederick M. Sutter of Columbus, Ind., president of NADA, asserted:

"We have the job of rebuilding public respect in this industry. It is the primary job of the deal-

ers. . . . Wheel-and-deal dealers must be weeded out. That cannot be done without factory cooperation. . . .

"What we are doing today is not remotely approaching selling. We will not make a profit until we learn how to sell, and of course I know we also have the problem of bootlegging and cross-selling."

Preliminary figures for the first quarter of this year, based on NADA's regular survey of members, indicates net profit averaging 1.4%, compared with .8% last year, he said. Sutter pointed out that this might not be so good, because the first quarter usually is better than average.

John A. Williamson, sales consultant of Birmingham, Ala., where he at one time was sales manager of the big Drennon Motor Co., cited three failures among dealers today: failure to plan, to develop and to manage.

Success, he asserted, "calls for ability to surround ourselves with competent people."

A principal speaker was James J. Nance, vice-president in charge of marketing for Ford Motor Co. Excerpts from his remarks appear on page 80.

Other speakers included James

C. Moore, general counsel of NADA, who addressed the Young Automotive Managers breakfast; Elson G. Sims of Vincennes, Ind., a Ford dealer who had previously spoken at dealer conventions in Kansas, Virginia and South Carolina on the need for selling cars at a profit or not at all; Stanley Pressler of Bloomington, Ind., who discussed "Accounting for Pricing and Cost Control."

This was the association's first convention away from Pinehurst in more than a decade. The members decided to return to the Carolina Hotel there in 1958.

## GM Retains Top Spot In Newspaper Ads

IN 1956 General Motors Corp. retained for the tenth successive year its position as the leading national advertiser in newspapers, according to the Bureau of Advertising of the American Newspaper Publishers Association.

The total of \$53,778,652 was followed by Ford Motor Co.'s \$25,366,292 and Chrysler Corp.'s \$17,946,196—the order of their performance in 1955.

While the General Motors figure was 14% below its 1955 total of \$62,587,251, largely as the result of lower sales volume, the bureau said, the sum was 19 times greater than GM's newspaper expenditure in 1946, the year before it took possession of the No. 1 spot.

**DYNAMOMETER TEST  
FINAL INSPECTION REPORT**

Engine Make — Model Dodge CP66  
Job No. 114918 Assy. by 12

**COLD PRE-RUN TEST:**  
Compression 150 Max. Variation 5  
Oil Pressure at 300 RPM 45

**RUN-IN UNDER POWER TEST:**  
Max. Temp. 160  
Max. Torque 165 at 1500 RPM  
Valve adjustment Hot Int. 90° Exh. 80°  
Oil Pressure Hot 300 RPM 50 1000 RPM 50  
Vacuum Reading at Idle 18  
Final Compression Check: Hot  
Cyl. No. 1 See 2 attached pages  
... 5 8 7 8  
Checked for Oil Leak 7 Water Leak 1  
I certify that the above test figures are correct. ....  
John Rogers Inspector  
**John Rogers Co.**  
ATLANTA, GEORGIA

INSTALLER — PLEASE NOTE: To the best of our knowledge, we are the only engine remanufacturer in the country who dynamometer tests each and every engine, giving the actual performance figures to the buyer. These tests are very expensive, and can only be justified by the elimination of trouble. Follow the installation check sheet and be certain of a satisfied customer.

**Only ROGERS gives you  
this PROOF OF PERFORMANCE**

It's something you get from No OTHER engine rebuilder—a full Dynamometer-Test report and compression graph, telling you that each Rogers Remanufactured Engine you install has met the highest standards of performance and workmanship. Only after an engine is run in under its own power and DYNAMOMETER-TESTED does it receive the Rogers nameplate. Expect new engine performance from engines you install. Look for the nameplate of Rogers Remanufactured Engines.

Available only at leading jobbers in the southeastern United States.

**ROGERS**  
Remanufactured  
**ENGINES**

300 Hunnicutt St., N.W., Atlanta, Ga.

**YOUR REPUTATION RIDES WITH THE ENGINES YOU INSTALL**



The most rugged kinds of automotive testing facilities — from the steepest hills and roughest roads, to the fastest speedway — make up Ford Motor Co.'s new 3,880-acre Michigan Proving Ground near Romeo, north of Detroit. Driving conditions beyond anything encountered by the ordinary motorist include this 1,167' hill, the highest point in southeastern Michigan. The hill has 17 and 29% grades (foreground), comparable to some of the steepest streets in San Francisco. Cutting diagonally across the above photograph in the background are a perfectly flat, 2½-mile straightaway and a five-mile high-speed oval shown curving to the left. The curves of the oval track are banked 11½' to sustain great speeds without sideway.



Transfer of James M. Moore, Jr. (top), to sales manager of Ford Division's Atlanta, Ga., district has been announced by General Sales Manager C. R. Beacham. He changed places with Harry B. King (above), who returned to Jacksonville, Fla., as manager of the district office there, where he had formerly worked 20 years. Both men are native Georgians and both joined Ford in Jacksonville as clerks in 1934.

## Missourians Decry Wage-Hour Change And Ever-Climbing New-Car Prices

**R**ESOLUTIONS opposing extending coverage of the wage-hour law to include retail trade and deploring the steady increase in new-car prices were adopted by the Missouri Automobile Dealers Association at its annual meeting last month in St. Louis.

Among reasons given for adopting the first resolution were: that a bill is now pending for an extension of the Fair Labor Standards Act to the retail trade and that "such a bill would feed the fire of inflation throughout the nation and radical increases in prices will result from the proposed minimum wage extension;" that every effort is being made by the retail automotive industry to pay its mechanics and employees a fair hourly wage, and that "wage differentials among various states are considerable and the imposition of one uniform federal wage standard throughout the entire nation would create gross inequity in some states and serve no useful purpose in others."

The board of directors, representing more than 950 franchised dealers, voiced emphatic opposition to the elimination of the present retail exemption applicable to the automotive retail trade.

Adoption of the second resolution resulted from the following conclusions reached by the association:

- 1.—There is increasing sales resistance to new models because of increased prices.
- 2.—The "big market" for new cars has not materialized.
- 3.—Inventories of new and used cars have increased to an unhealthy point.
- 4.—High prices adversely affect financing practices.

Citing the increasing sales of small foreign cars with lower initial cost and more economical upkeep as a "straw in the wind," plus price increases, springing from increased labor costs, which could bring about a four-day work week, the directors resolved to request manufacturers and repre-

sentatives of organized labor to "draw in their horns" at the next round of contract negotiations.

V. T. "Vince" McMahon, Pontiac dealer of St. Louis, was elected president. Clint Coons, Pontiac dealer of St. Joseph, was named first vice-president; W. Earl Zenge, Ford, Canton, second vice-president, and J. M. "Tom" Allton, Ford, Columbia, was reelected treasurer. James A. Gorman is the manager.

Prominent figures in the industry addressed the convention on topics of current conditions in the industry.

(More News Briefs on page 78)

# NOW! ONE MAN can handle any heavy duty truck transmission!

Announcing the  
revolutionary new

## WALKER NO. 49 UNI-CRADLE JACK



for ALL truck transmissions,  
torque converters, differentials!

### Slash servicing time and costs as much as 60%

Take those extra men off heavy duty truck transmission jobs! For the first time, one man—and one man alone—can handle any transmission removal or installation, thanks to the new Walker Uni-Cradle.

Two unique Walker-developed features make the difference: side control design and the revolutionary tilt control that moves a transmission as little as a hair, as much as 10° off center in any direction—front, back, right or left! The head pitches forward and backward for spline alignment, tilts to either side for dowel pin and bolt alignment!

As for the side controls: notice how the elevating wheel is placed so the operator can visually align the pilot shaft and still be in comfortable reach of *all* controls. From one position, he can quickly and easily tilt . . . lower . . . elevate the unit.

In short, the revolutionary Walker No. 49 Uni-Cradle means man hours saved, man-sized profits made!

#### And—just look what the new no. 49 can do!

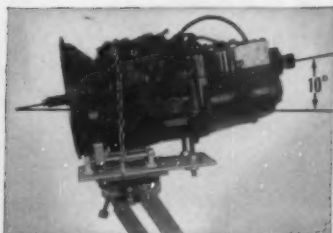
- **Service all types of heavy duty transmissions, torque converters, differentials, rear end and engine assemblies!**
- **With just one universal lifting head, handle all types of heavy duty truck transmissions (except Allison Torqmatic types which are held with a quickly-installed adaptor head)!**

*Designed, engineered and built by  
the world's largest maker of Jacks*

# WALKER



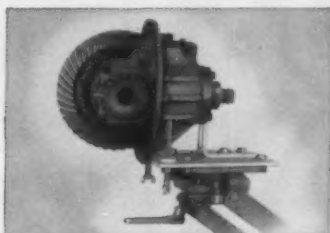
# Only the unique Walker No. 49 gives you all these features:



Lifting head provides for 10° tilt forward, backwards and to each side. Micro-accurate elevating and tilting adjustments for easy removal and re-installation.



Seven-and-a-half inch height at lowered position and extra large ball bearing wheels for easy, quick dollying in tight under-truck spaces.



Adaptor handles all types of truck differentials (except top mounted)—including double reduction, two-speed and forward drive units of tandem rear ends.



Adaptor for Allison Transmissions goes into place in a jiffy, handles Chevrolet Powermatic and Ford Transmatic with the greatest precision and ease.

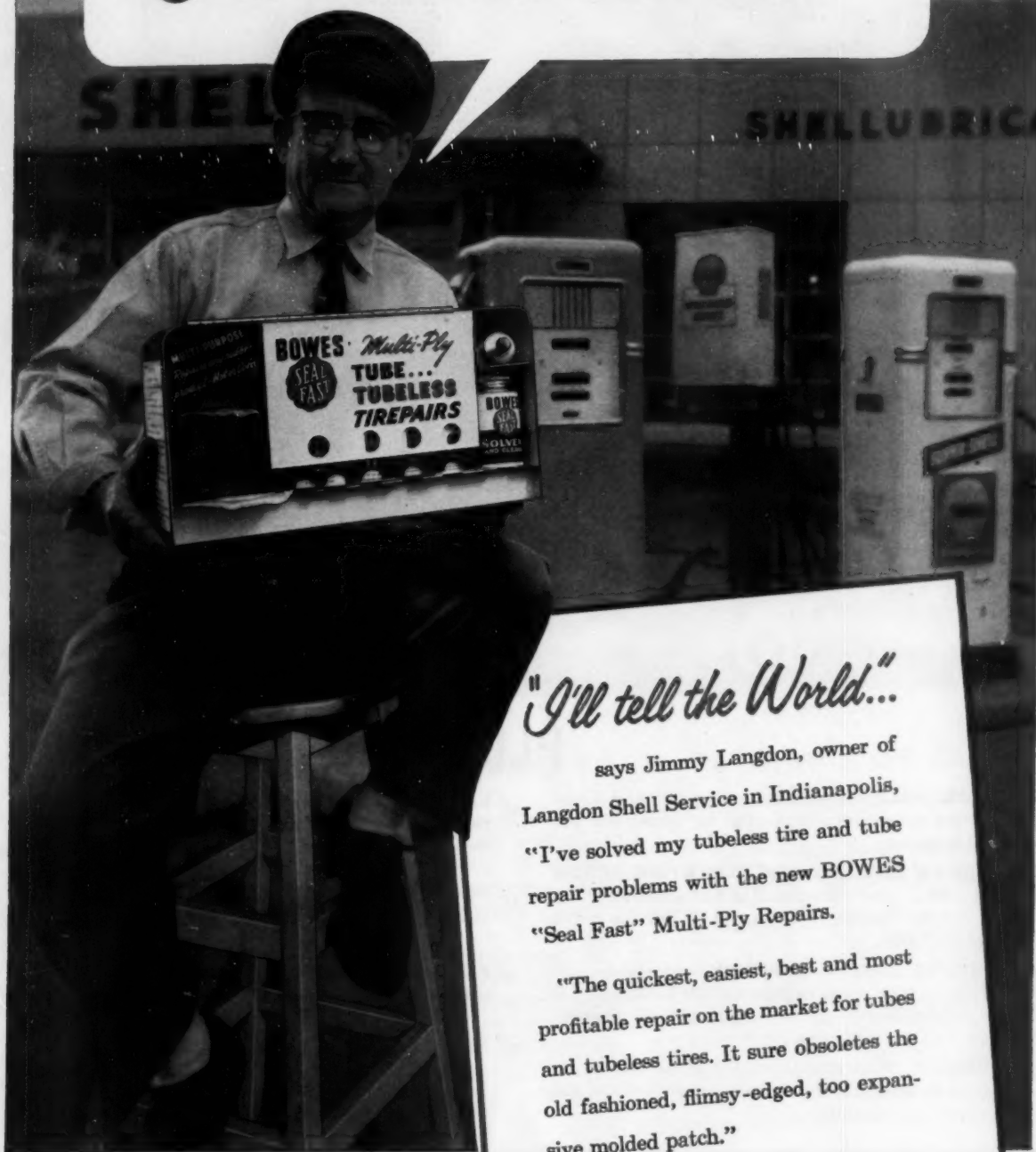
## PLUS...

- ✓ **ADJUSTABLE HEAD** pitches forward and backward for spline alignment, tilts for dowel pin and bolt alignment.
- ✓ **SAGINAW BALL BEARING ELEVATING SCREW** with 3-to-1 gear reduction built-in guarantees extremely low handle effort—only 23 lbs. for a full 2,000 lb. load.
- ✓ **POSITIVE SAFETY BRAKING** device automatically locks twin pawls in place to hold loads safely at any height. Device has nothing to get out of order, is built to last a lifetime.
- ✓ **TUBULAR FRAME** construction gives the No. 49 maximum strength with minimum weight—as well as maximum stability.
- ✓ **LARGE DIAMETER** hard-core synthetic rubber, roller bearing wheels are mounted in ball bearing caster assemblies.
- ✓ **POSITIVE LOCKING** of transmission and differentials to the jack means absolute safety.
- ✓ **FREE-ROLLING** wheel design makes positioning extremely easy even under maximum load.
- ✓ **SELF-ADJUSTING CRESCENTS** cradle the transmission close to its center of gravity. Contour of these crescents follows the case contour, providing a wide-spread contact that insures against damage.

# JACKS

Walker Marketing Corporation, Racine, Wisconsin, a subsidiary of  
WALKER MANUFACTURING COMPANY OF WISCONSIN

*"I'll tell the World..."*



*"I'll tell the World..."*

says Jimmy Langdon, owner of  
Langdon Shell Service in Indianapolis,  
"I've solved my tubeless tire and tube  
repair problems with the new BOWES  
"Seal Fast" Multi-Ply Repairs.

"The quickest, easiest, best and most  
profitable repair on the market for tubes  
and tubeless tires. It sure obsoletes the  
old fashioned, flimsy-edged, too expan-  
sive molded patch."

Thousands of Dealers  
every week are  
turning to the **NEW**

**BOWES**



*Multi-Ply*  
**REPAIRS**  
*because*  
**6 IMPORTANT**

**EXCLUSIVE FEATURES**

have solved their important  
**Tubeless Tire and Tube Repair Problems**



**4 Laminated Layers**

Now! One patch that repairs both tube and tubeless tires, cold or hot. The difference is multiple plies—four laminated layers individually thin for flexibility, collectively strong.

**\$500.00 Profit!**

Many dealers have reported \$450.00 to \$500.00 profit on the original materials in the Multi-Ply cabinet shown below.



**The Compact Multi-Ply Cabinet**

This attractive, compact cabinet (18" x 8" x 6") contains everything you need to repair Tubes or Tubeless Tires—Cold or Hot. Patches of new Multi-Ply material, new self-vulcanizing fluid and solvent, Nail Hole and nylon cord sections for larger injuries.

- 1** Repairs both Tubeless Tires and Tubes
- 2** Cold or Hot
- 3** The Bowes "Multi-Ply" patch is a scientific marriage of solidly laminated 4 plies—each for a specific purpose—one for strength, the other 3 plies providing elasticity, flexibility, and perfect adhesion. Equally effective Cold or Hot.
- 4** Revolutionary new B133 self-vulcanizing fluid makes possible quick, permanent, COLD tubeless tire repairs.
- 5** BOWES Solvent speeds safe and sure tube repairs.
- 6** Nail Hole and Nylon Cord sections included in cabinet for larger injuries.

**Multi-Ply**—the multi-purpose repair for all rubber products—tried and approved by leading tubeless tire manufacturers.

**BOWES "SEAL FAST" CORP., INDIANAPOLIS, INDIANA • HAMILTON, ONT., CANADA • LONDON, ENGLAND**

**BOWES PACIFIC CORPORATION, RIVERSIDE, CALIFORNIA**



hey, "JOE MECHANIC"

you don't need a magic carpet

to WIN some

MAGIC MONEY



Time is running short, but there's still time enough for you to write those 25 easy, believable words about the most-talked-about tool of today for automotive maintenance and repair. Join the other excited mechanics who are answering this sentence in 25 words or less:

"I prefer an impact wrench with optional TORSION BAR torque control because..."

**DON'T DELAY—ENTER TODAY—***Nobody* has a better chance of winning than YOU do. So enter today, or if you prefer, "get together" and talk it over with your I-R Impactool Salesman.

**YOU CAN WIN ONE OF THESE BIG PRIZES**

First Prize.....	\$1,000.00
Second Prize.....	500.00
Third Prize.....	250.00
Fourth Prize.....	ST3-C Kit..... 230.30 value
Fifth Prize.....	ST3 Kit..... 216.55 value
Sixth Prize.....	ST2-C Kit..... 185.80 value
Seventh Prize.....	ST1-C Kit..... 176.30 value
Eighth Prize.....	ST2 Kit..... 172.05 value
Ninth Prize.....	ST1 Kit..... 162.55 value
Tenth Prize.....	SUT-A Kit..... 157.50 value
Eleventh Prize.....	SUT Kit..... 130.00 value

**PLUS . . .** 500 Additional Prizes of Impactool Purchase Certificates worth \$15.00 each, on the purchase of either a tool or accessories.

**READ THESE RULES CAREFULLY—**

- Contest open to all mechanics and mechanics' helpers in continental United States.
- Employees of Ingersoll-Rand and our advertising agencies are not eligible.
- Salesmen and countermen employed by Impactool Sales Outlets are eligible to compete for separate cash awards for assisting mechanics.
- All entries must be postmarked not earlier than April 1 and not later than June 30, 1957. Address your entry to Tool Of Fortune Pay-Off, Ingersoll-Rand, Post Office Box 190, Phillipsburg, N.J.
- Entries will be judged for originality and aptness of thought. Judges will be a panel of Editors of Automotive Trade Papers. Duplicate prizes will be awarded in case of ties. Decision of Judges will be final. Entries will not be returned and all become property of Ingersoll-Rand.
- Contest winners will be notified by mail no later than July 31, 1957. Winner lists will be sent to those who send in stamped, self-addressed envelope.
- Each contestant is limited to one entry. If more than one is sent in, only the first entry received will be judged.
- Any contestant who buys an Ingersoll-Rand Impactool or Kit during the period of the contest and then wins one of the Impactool or Kit prizes, may take the cash equivalent of the prize won.

**YOUR I-R IMPACTOOL SALESMAN WILL HELP YOU**  
LOOK for your Impactool Salesman. He will show you how this I-R Impactool with Torsion Bar Torque Control makes all other impact wrenches obsolete. He will give you facts about time-saving; eliminating "over-torque"; simple torque setting; reversible power; no clutch; longer tool life, etc.

**Ingersoll-Rand**  
18-544 11 Broadway, New York 4, N.Y.

**OFFICIAL ENTRY**  
Tool Of Fortune  
Ingersoll-Rand  
P. O. Box 190, Phillipsburg, N. J.

**I-R MECHANICS' TOOL OF FORTUNE**  
**\$10,000 PAY-OFF**

"I prefer an impact wrench with optional TORSION BAR torque control because \_\_\_\_\_"

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mechanic's Name \_\_\_\_\_

Mechanic's Address \_\_\_\_\_

Impactool Salesman's Name \_\_\_\_\_

Impactool Salesman's Co. Address \_\_\_\_\_

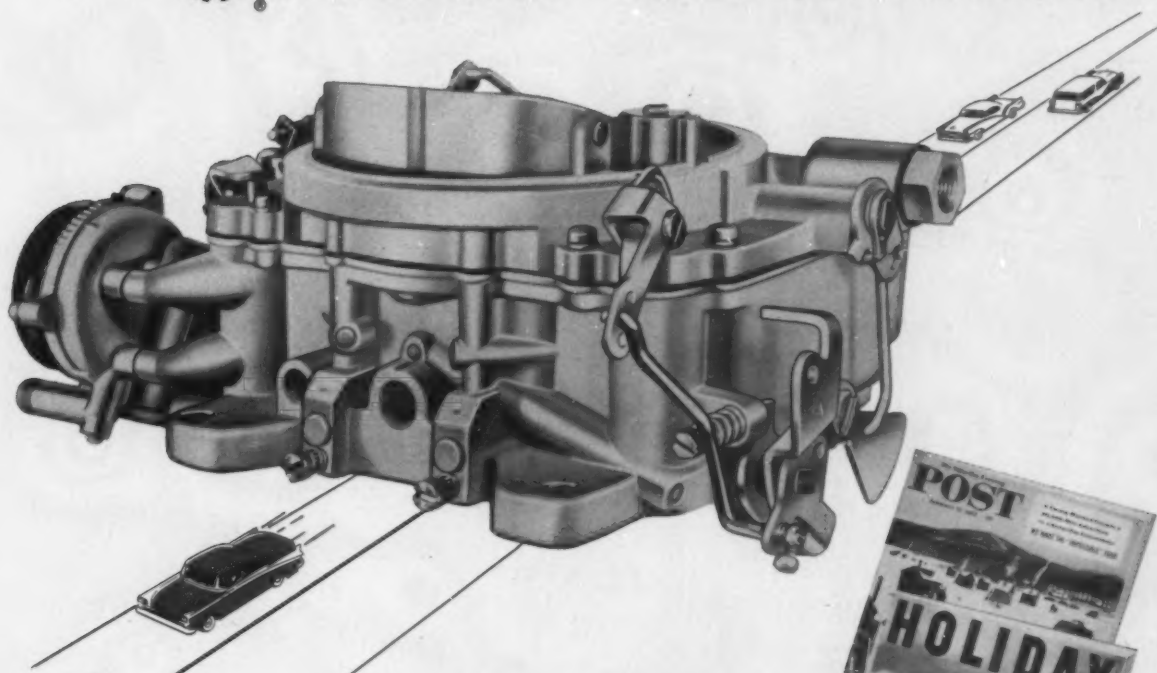


For power that pre-sells your customers

count on

# CARTER

## FUEL SYSTEMS



Powerful performance on the road . . . powerful persuasion in national advertising! It's just natural more drivers swing to Carter Carburetors. More drivers will swing your way, too—Carter helps you sell Tune-Ups year 'round. Stimulates extra parts and service business.

Any way you look at it, bigger profits for you . . . happier customers that stick with you! Stock and sell the complete Carter Line. Call your Carter supplier for fast service.

## MODERN FUEL SYSTEMS

**CARTER CARBURETOR**

DIVISION OF **GOODYEAR** INDUSTRIES

INCORPORATED

ST. LOUIS 7, MISSOURI

# WESTERN UNION TELEGRAM

is a fast message  
its deferred char-  
is indicated by the  
symbol.

W. P. MARSHALL, President

1220  
(R 11-54)

## SYMBOLS

DL = Day Letter  
NL = Night Letter  
LT = International  
Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

CT TOA387 PD=TOLEDO OHIO 8 412PM=

1957 MAY 8 PM 431

JOSEPH M GREINER=

VICE PRES GREINER AUTO PARTS CO

2929 MAGAZINE ST NEW ORLEANS LA=

YOU WILL BE GLAD TO KNOW PRESTOLITE ANNOUNCING NEW

SIX VOLT AND TWELVE VOLT LOW PRICE QUALITY LINE WITH

LIBERAL GUARANTEE MEET NINETY EIGHT PER CENT OF ALL

CAR INSTALLATION SUPPLEMENTS REGULAR AND FAMOUS HIGH

LEVEL PRESTOLITE LINE RECOMMEND EARLY PLACEMENT OF

ORDERS DETAILS IN MAIL=

WALT ROBERTS

SALES MGR PRESTOLITE

WE WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Telegrams like this have been  
sent to leading jobbers  
throughout the country...

**presto-lite**  
**BATTERIES**



# BUILD BUSINESS!

## HIGHER...

## FASTER...

## with

## HARRISON

## CORES!



Watch your sales soar . . . with Harrison cores! Harrison is original equipment on all GM cars. That means you cash in on a tremendous pre-sold market. And your customers *will* come back . . . because Harrison means top quality. Cellular and tube-and-center cores have Harrison's exclusive "Whirl-Cool" action for more efficient cooling . . . are 100% solder-bonded for greater structural strength. So get in on the ground floor . . . stock Harrison cores. Order from your nearby United Motors Service distributor or branch warehouse *today!*

HARRISON RADIATOR DIVISION, GENERAL MOTORS CORP., LOCKPORT N.Y.

TEMPERATURES



MADE  
TO  
ORDER

# HARRISON



*You asked  
for it...*

**HERE  
IT IS** →



**BOY!  
WHAT AN  
OFFER!**

Six beautiful 9 oz. Libbey Safedge Glasses in the newest CUTGLASS pattern.

Buy any 2 cases of Mac's Products and own your set!

You will want several sets of these high quality glasses. Get your Mac's order in early!

*IT'S EASY  
FELLAS!*



**with  
ANY TWO CASES  
OF MAC'S  
PRODUCTS**

**MAC'S**

**SUPER GLOSS CO., INC.** LOS ANGELES 42, CALIF.  
CINCINNATI 26, OHIO

**DON'T WAX IT, MAC'S IT!**

JOBBER'S NOTE . . . 6 sets packed in Master Carton. Factory Shipment in Master Carton only. Please order accordingly.

*Exclusive features make*

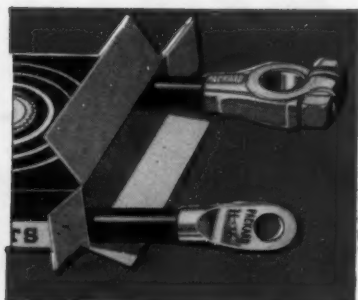
***Packard***  
REG. U.S. PAT. OFF.

*your best buy in...*

# BATTERY CABLES



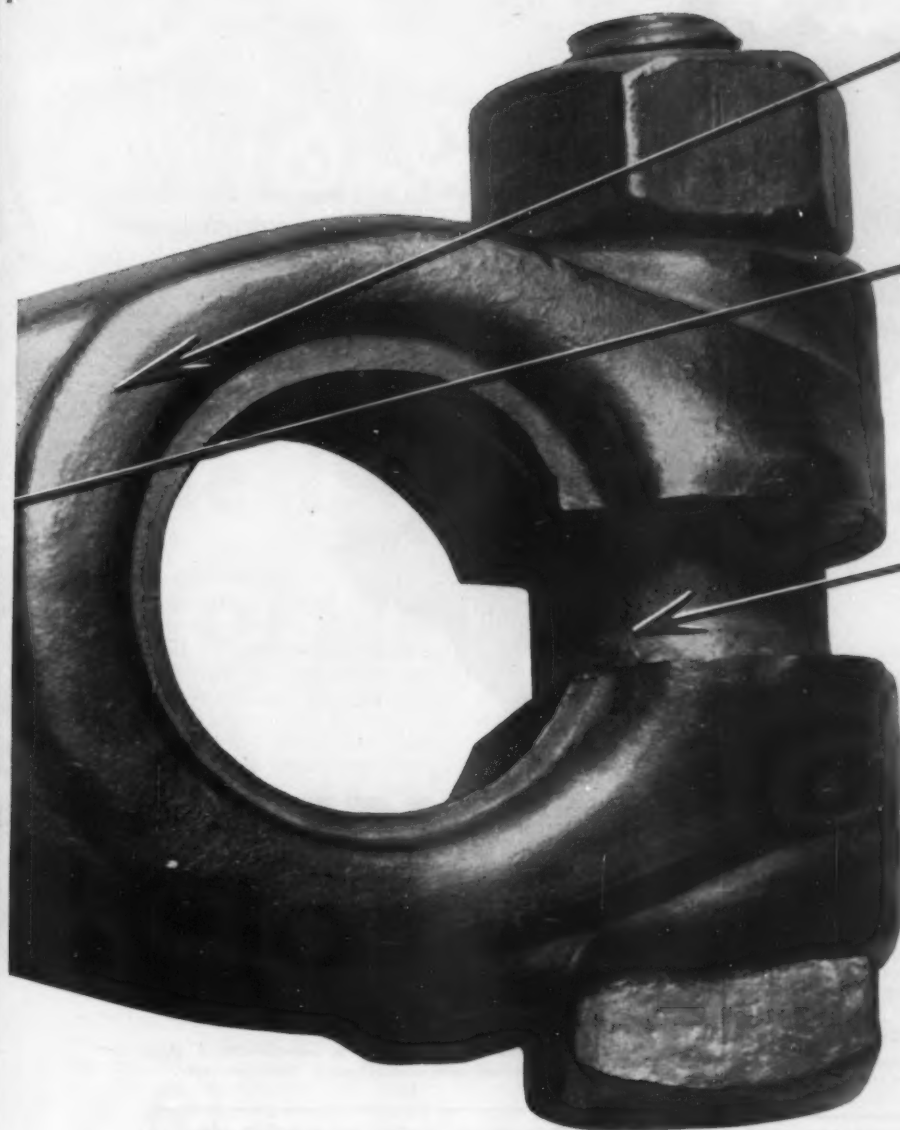
- *Have longer life*
- *Go on and off more easily*
- *Deliver full starting power*



*For new car performance,  
use the original equipment line of wiring!*

Packard Electric battery cables are packaged in attractive blue and yellow cartons. Ideal for merchandising displays—easy to stock—protected against shipping damage—handy application chart on back of carton. Available everywhere from Packard jobbers.





#### **STRONGER**

Corrosion-resistant LeadAlloy terminal has steel insert and raised shoulders for greater strength, better spreading leverage.

#### **PROTECTED**

The exclusive acid- and oil-resistant Packard "809" insulation over paper separator protects the full-gauge copper conductor. Special seal protects conductor from acid fumes.

#### **EASY ACTION**

Easy action is assured by exclusive and patented compression sleeve and the thread shield that makes repeated removal and replacement possible.

#### **INTEGRAL LUG**

Cadmium plated copper "Korelug" terminal at opposite end, bearing cable identification number, is attached with 50-ton press to make the lug an integral part of cable.

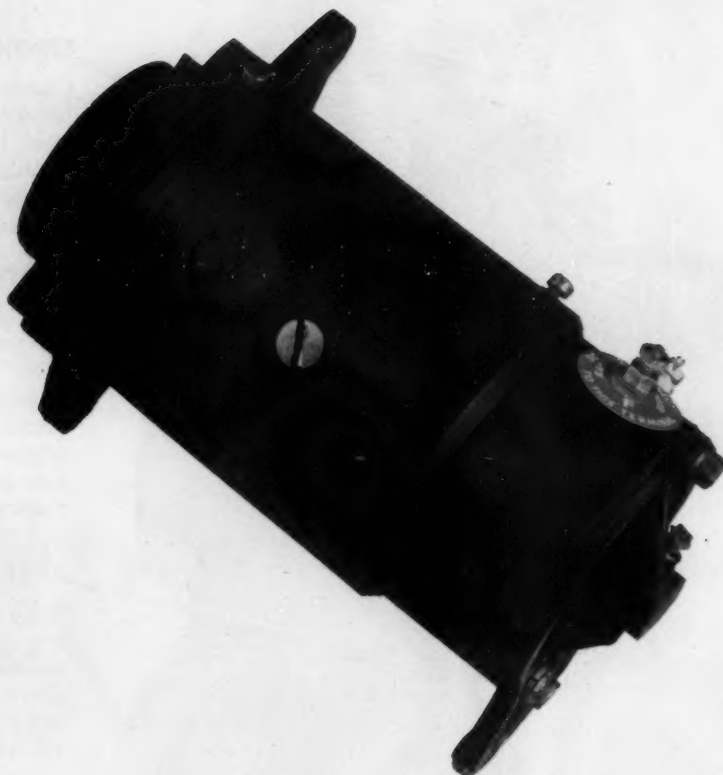
*Buy the long-life, easy-to-install wiring...*

# Packard Electric

Warren, Ohio



*"Live Wire" division of General Motors*



## IT LOOKS ALRIGHT

### ... BUT ARE YOU SURE YOU WANT TO SELL IT TO YOUR CUSTOMERS??

There are thousands of rebuilt generators that look good enough to pass for original equipment. But, you don't sell them on looks alone.

### IT'S WHAT'S INSIDE THAT COUNTS!

If it's equipped with a VMC generator armature, then you can sell it with complete confidence.

### WHY??

Because every VMC armature is re-manufactured using the VMC factory method. This means every VMC armature adheres to rigid specifications and tests in order to duplicate original equipment in appearance and performance.

Furnish your customers with a remanufactured generator that you can sell with confidence—a VMC generator.

**New Available—VMC GENERATOR BROCHURE—**New 12 page generator, starter, and armature specification and application folder for passenger cars and trucks, including 1957 models. The VMC System, Atlanta 18, Ga. Use postage paid card on page 98 and request booklet No. 191.

THE VMC SYSTEM, Station D, Atlanta 18, Ga.

Send me 12 page generator, starter and armature specification and application folder.

Name .....

Address .....

City .....

State .....

Know what you buy—

Buy what you know!



**THE VMC SYSTEM**

**FACTORY METHOD RECONDITIONING**

LOCAL SERVICE • NATION-WIDE

ATLANTA 18, GEORGIA

JUNE 1957

Reducing the number of employees from 355 to a slim figure of 239 was only one of the steps.

## Carving Off the Fat

The knife got busy in early '56 at this big Chevrolet dealership. Fixed expense today is related to income as a formula to maintain profits. Overhead also was broken into three categories preparatory to the slicing away of needless costs. "We did not cut salaries because good people have to be paid well," explains President Ourisman. "If we were to get more profit out of the customer dollar, we had to find cheaper ways of doing things." He did uncover them.

# We Trimmed Overhead 36%

**W**E LAUNCHED our cost-cutting program in early '56. We were an organization of 355 employees and, like many a big dealership, woke up to staggering operating costs without the profits to match them.

A big overhead with a lot of fat built up in good times and high profits was about to put us in the red. Today, with a year's cost-cutting program behind us, we are down to 239 employees and fixed overhead has been cut 36%.

And there is still room ahead for greater efficiency, higher volume, a tighter and more profitable organization.

The most significant index to come out of our studied experience with fixed expense in relation to income is a formula, a yardstick any automobile dealer can apply to determine whether his overhead is too high.

To arrive at a proper fixed overhead, a dealer should take his monthly average gross profit from parts and service sales and add to that figure one half of net gross profit of new car sales. (Net gross profit on new-car sales is the profit in a new-car sale after selling expenses, computing trade-in at wholesale.) The total of these two figures equals the maximum fixed overhead that a dealer can afford to carry.

In connection with the formula, anticipated used-car profits should

By **M. J. OURISMAN**  
President, Ourisman Chevrolet, Inc.  
Washington, D. C.

not be considered in arriving at proper fixed overhead. Similarly, finance income from time sales should not be considered in this formula. These two sources of profit fluctuate with economic conditions and it is unsafe for a dealer to rely too heavily on these two income factors.

In considering expense reduction it is wise to start by applying the formula mentioned to see whether an expense reduction program is necessary, and by how much. The next step to be taken is a breakdown of fixed overhead into three categories: namely, total salary and wage group, semi-fixed expenses and fixed expenses.

We approached the first category by preparing an organization chart including every employee. A job description was obtained for each employee in this category from his department supervisor. We were aiming at the budgeting of departments so that unnecessary personnel could be put into more productive capacities. If one person could capably handle the job of two, we combined duties in one job. There was a reshuffling of executive personnel to remove inelasticity of thinking or habit.

As we studied every detail of

our operation in our effort to eliminate waste, sell more and make more money on what we were selling, we made decisions and revamped accordingly. We did not cut salaries because good people have to be well paid. If we were to get more profit out of the customer dollar, we had to find cheaper ways of doing things.

We introduced an incentive plan for all department heads based on net profit and for secondary personnel based on gross sales. If service salesmen were to sell more, they had to be given more time in which to sell, and an incentive.

A close study with supervisors was necessary to streamline departments to maximum production with fewer personnel. Clerical departments particularly tend to become overstaffed. Here too we arrived at a desirable ratio for productive employees to non-productive employees in the service department: there should be one non-productive employee for every four productive personnel.

In the parts department there should be no more than one employee for every \$5,000 parts sales.

The expense of all clerical help should be placed under the office manager as administrative expenses. All purchasing should be approved by one person, and no more, so designated by the dealer.

In order to give service salesmen more time to sell the items a car



In the midst of its cost-cutting program when an all-out campaign for greater volume absorbed every department, Ourisman Chevrolet received the citation for high volume in new-car sales for the Washington region. The author (left) is shown with Chevy District Manager Messer.

needed, two service salesmen were added, a more efficient control tower was replanned, and service lane procedures changed for faster handling of cars. Service salesmen were relieved of details formerly taking too much of their time. For example, all telephone calls on service are now connected with the control tower. Accurate daily production records are now prepared by the tower. A shop foreman follows through on work performed on customer cars.

We initiated an advertising campaign by handbill and newspaper promoting our five-story building of repair facilities in order to increase traffic. Television and direct-mail promotion were discontinued as unrewarding. Our advertising budget was now based on \$25 per used-car retail, and in new-car advertising we took as a base \$15 per new car sold per month.

We solicited truck business in markets and truck centers, promoting by handbill our separate facilities for truck repair that permit prompt, efficient servicing. We made a special effort to get wreck work by cooperating agreeably with insurance agents.

In our drive to step up parts volume, we began wholesaling parts to gasoline stations and repair shops, putting a salesman on the street soliciting this business. We succeeded in doubling parts volume within a year.

We have also cut back new-car and -truck inventories from 450

to 250 without losing any sales volume.

We are making better use of selling the customer what is in stock, and exchanging with dealers and swapping cars when necessary. Safeguarding our cars with less handling and thus keeping them in better condition, we find that there is less customer complaint regarding car functioning.

In new-car sales we are shooting for higher goals, determining how much profit there will be before a deal is made. Our sales personnel

are among the highest paid commission salesmen in the area, and gravitate with dogged determination toward goals we set them.

Today we try to wholesale at least 40% of our used cars, retailing 60%. Only topflight cars are now retailed, where once we used to tie up our shop reconditioning cars for retail sale that were not worth all the work we put into them. Reconditioning used cars is now kept to a minimum and the shop freed for more attention to customer labor.

We have actually reduced reconditioning used-car expense by as much as \$10,000 a month, not only saving this amount but using the stall space productively and profitably for customer labor. Also, four used-car lots were reduced to two, without affecting our retail sales volume in used-cars one iota.

Nor do we feel that we have reached an irreducible minimum in expense. We anticipate the introduction of more mechanized office methods and accounting procedures that will help us handle the same and even a larger volume of paperwork with fewer personnel. Simplified business forms for invoices, statements, reports, etc., will play an increasingly important role in cutting costs in the months to come.

A successful cost-cutting program that puts an operation back on its feet is tremendously stimulating to each and every member in the organization.

"On these jobs a candy bar in the fuel system usually does the trick."







# Shop Volume Rise Reported by 52%

**More personal contacts and direct mail figure in plans for kicking the service sales higher. Shortage of mechanics is prickly thorn jabbing into many shops.**

**S**HOP volume should be higher for many garages and dealerships this year, according to a survey last month in which 52% reported an upturn thus far this year over the same period of 1956.

A compilation of returns from a questionnaire sent to 400 dealers and 400 garages revealed 60% expecting more volume this year. Twenty-five per cent figure the shop activity will be the same as last year and 15% anticipate a downturn.

Twenty-seven per cent listed the same volume so far for this year compared with the same period of 1956, while 21% said their service operations were down, generally only a few percentage points.

Shops running on the plus side were ranging generally around 10% above last year's business.

To boost the cash register, the respondents said in many cases they were increasing personal contacts and pouring more steam back of direct mail. Others admitted to having no specific promotion program other than to emphasize quality work.

Previous surveys on the subjects have been more optimistic, with a higher percentage expecting increased annual volume. However, some replies explained that the over-all dollar volume could not

be expected to climb decidedly because of better-engineered late-model cars, leaving only those service operations which involve fewer dollars. Heads just aren't being removed at 20,000 or 30,000 miles anymore, it was pointed out.

As should have been expected, the shortage of skilled mechanics cropped up in the replies. Said W. V. Curry of Curry Motor Co., Inc. (Ford), Freeport, Texas.

"The best means of promoting the shop is to raise the retail labor rate — pay mechanics what skilled craftsmen are worth — attract the best mechanics to do the job right the first time and get paid for what you do.

"By what stretch of the imagination do we think a plumber is a smarter man than the man we expect to overhaul a four-venturi carburetor or automatic transmission and synchronize the two on an engine with a 9.5 to one compression ratio with the camshaft turning faster than we could turn a crankshaft ten years ago? Or install and service all makes of air conditioners?

"We are not recognizing mechanics as skilled men and unless we do and pay them accordingly by 1967 we may be in real trouble.

"The best method of promoting the shop is to do the job right, get paid for what you do and custom-



ers will come back."

His fellow Ford dealer at Shreveport, La., thought along the same lines. Said George D. Wray, Jr., of Wray-Dickinson Co.:

"The best shop promotion is to do the work right, do it on time and have minimum comebacks.

"We promote 'specials' — real specials with real savings."

Both dealers have experienced a rise in volume this year and look for a continuance.

Promotions offering free service or free merchandise have been a big aid for Sisk Motor Co., Hopkinsville, Ky. Eugene Sisk of this Dodge-Plymouth dealership listed a volume rise of 25% and said he expected the trend to continue throughout the year.

A decline of 50% this year from the same period of last year at G. W. Sells Garage, Galax, Va., was attributed to "money shortage — bad collections."

Rains in an area where drought has prevailed for five years have brought a brighter outlook for Sarcxie Garage, Sarcxie, Mo. Said J. O. Coates:

"First quarter this year was down five per cent, but we anticipate a 15% increase for the year over 1956. The outlook for general repairs is now good.

"It looks as though they will drive some cars longer than they have in recent years. Also, the price of new cars scares a lot of people, so in general the outlook is good for 1957."

Emory Bain of Bain's Garage, Savannah, Tenn., listed a decline of 45% in shop volume this year and said he saw no way of counteracting this condition with any type of promotion.

L. E. Baker of Baker-Sullivan Motor Co., Kennett, Mo., said he expected shop volume to decline 10% this year, although thusfar it has been up 10% in 1957.

"The more new units sold, the less parts and service will be involved," he said. "To help keep up shop volume we give 10% on all accessories sold."

William F. Bannert, whose Bannert Auto Service does a big truck-service business at Brownsville, Texas, reported that word-of-

(Continued on page 72)

# Volume Climbed 40% in Our Bigger Shop

By **LAWRENCE W. KNUPP**  
Owner, Knupp's Auto Service  
Arlington, Va.

**W**E HAD been aware for some time that we were using our time, labor and space with less than maximum efficiency. We were losing volume as we turned customers away because we lacked the space to handle additional work.

Mechanics were not as productive as they could have been, and earnings suffered both for them and us.

Moreover, in the face of rising operating costs our net profit began shrinking. It became compulsory to find some solution.

Expanding our volume seemed to point the only way out—volume through added space. This we did, and results are precisely what we had been aiming for.

We doubled shop space and within the first two months of expansion increased service and parts volume 40% despite no increase in the number of mechanics. The gain came in lag months and the continuing sales rise indicates we shall double volume in the more active months of this spring and summer.

Increased production per man has followed the elimination of time loss in jockeying cars about. There is no waiting around for a stall to be vacated. No longer are we turning down jobs.

We have a rented building. Originally our space measured 25' wide by 60' deep. Our parking lot in front of the garage accommodated six cars, and in warm weather two of those spaces were converted to work stalls.

With no back alley or side outlets, we were limited to our front 12' door for entrance and exit of all cars. That meant that in the four-stall arrangement, two cars were always locked into their stalls against the rear wall. We retained these locked-in stalls for major overhauls, the ones in front of them for minor repairs and fast-

turning jobs for least time loss.

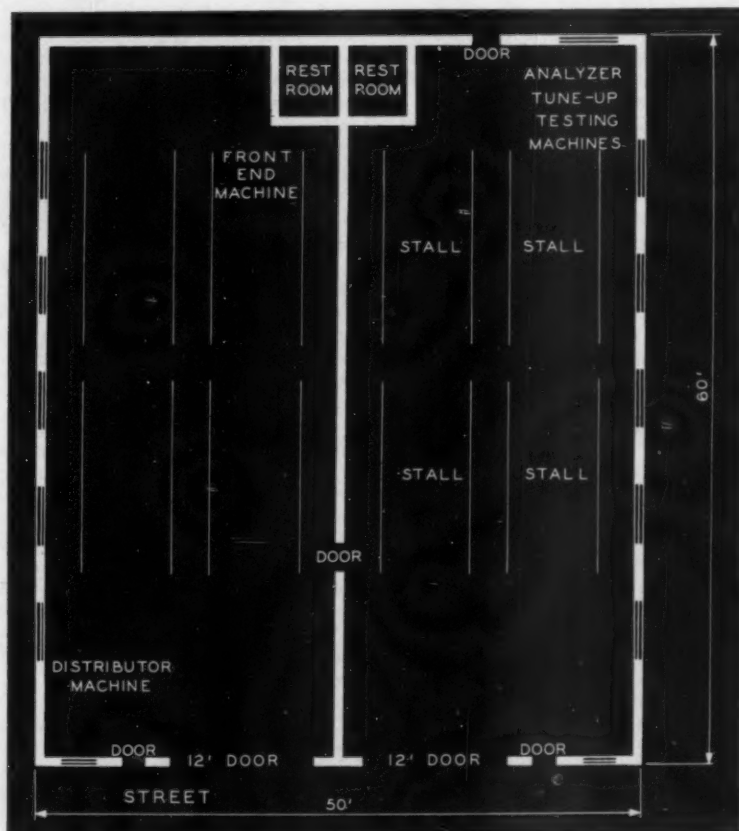
When the adjoining 25' by 60' building was vacated, we took it over. It duplicates our former set-up of two car stalls in front of two other stalls but at the same time means that we have four stalls for major repairs, four for minor repairs. Our outside lot now accommodates 12 cars instead of six. There is a 60' wall between the two areas with a connecting door. Plenty of window space on both side walls furnishes us with good lighting on clear days. Gas heating keeps both areas comfortable in cold months.

What has amazed all of us is that added space has changed our dispositions. The pressure to get work out, the annoying delays due to car maneuvering, the lost minutes waiting to get back to a hurry-up job in our former setup frayed our nerves by the end of the day. We never realized that cramped space could account for that much fatigue and tension. Though we are putting in the same number of hours and are 40% more productive, we are now reasonable by the end of the day—calmer and happier.

It shows up, too, in better customer relations. We can get work out faster. Our delivery dates are more accurate and our customers are better pleased.

Moreover, because we have been able to store a much larger parts stock than formerly, we have cut down on the number of runs into town for parts needed, thereby trimming overhead. A \$7,000 parts stock is located around the shop.

This, too, has meant greater satisfaction. There were times when a customer's truck would be held up a week as we waited for a supplier to get a part from the  
(Continued on page 62)



# Selling Accessories Proved Easy Here



Above: In picking up a new floor mat for another customer, Service Manager Sword also picked up this fender mirror and, in passing, called this motorist over, placed the mirror on his fender and asked him how he liked it. Then he went on with his floor mat. Coming back, after the motorist had toyed with the mirror, the prospect had decided he wanted it—and one for the opposite fender, too!

Left: Sword shows a shop customer a set of seat mats. Note that the visitor is exposed to other accessory items on display.

***Were wiper blades worn?  
Was there an opportunity  
to sell a fender mirror?  
A casual but steady pro-  
motion program paid off.***

By C. Thomas

**A**CCESSORIES and things like windshield wiper blades which obviously need replacing can be sold in the shop, provided a definite program is outlined and followed.

That's what Fred Rollins, the Lincoln-Mercury dealer at El Paso, Texas, learned. Here are some of his conclusions and how the program was carried out:

When Rollins called a meeting to discuss accessory sales, he had a dual purpose in mind.

First, there is some self-satisfaction in winning a district contest. Aside from the extra volume involved, being a winner is a great morale booster.

Second, selling accessories makes for better and more sincere salesmanship.

"Remember," Rollins cautioned his personnel, "this is one of those times you can't lead off with 'You need—.' People are sick and tired of that approach, especially from a service shop."

Following the meeting, it was

up to Fred Sword, service manager, to lead.

"A contest," said Sword, "becomes a game of follow-the-leader. Everyone waits for the leader to set the pace. And unless the leader shows initiative, no one else will."

It was springtime in the Southwest, and Sword took advantage of this to sell accessories.

First, he went after radio repair business. And it was surprising the number of drive-in customers who had a useless radio in their car. They had just neglected to have their radio attended to.

"You'll miss that companion when you get out on the open road this spring. Better let us attend to it for you."

Customers were glad that the faulty radio had been drawn to their attention. Some had intended to have a radio repair shop do this work. But seeing Rollins could take care of it now, the command was "Go ahead."

These jobs averaged \$8 to \$10, which usually included replacing

one burned-out tube.

But this approach got shop customers to thinking about spring and summer driving.

Sword took a look at the windshield wiper blades. They could be expected to be soiled and dried out.

"Let us replace those blades with fresh ones. No use taking a chance on the old ones ruining a perfectly good windshield."

Admittedly, the sale of a couple of wiper blades doesn't add much of a percentage to a shop's over-all volume. But that's not the point. It's a means to show shop customers someone is taking an interest in their driving pleasure.

Besides, it's a way to ease into selling without obviously hitting the customer over the head with a sand bag.

A mention of spring and summer elicits from most motorists with a family some visions of outings and picnics soon forthcoming. Maybe Dad doesn't subscribe to these for himself but for the kids.

"Kids eating in the car on long





"Red" Boozer, a line mechanic, told this out-of-town customer the sport involved in spotting wild game at night with a spotlight, and thereby concluded a sale.



Service Manager Sword says women "just can't resist these rear bumper dress-ups" which are designed with red plastic ports. His shop won a selling contest.

trips . . . I know just what you mean," Sword goes along.

Then Sword tells the "one" about a friend who used to complain about the kids with sticky hands and drippy pop bottles ruining his seat covers. The ones he had recently paid some 60 bucks for. But he licked that by buying a set of inexpensive terry cloth covers for just that purpose.

This gets the motorist's interest. And a set of terry cloth covers is wrapped up for him.

"Seat cushions," said Sword, can be sold about the same way. Only I mention they prevent wrinkled seat bottoms when one

crawls out of the car after a few hours behind the wheel during hot, desert driving."

Of course, it is quite simple to suggest what new floor mats would do for the car. But this, judging from the number of cars needing them, is overlooked by everybody.

While very few car owners can be sold on the idea they *need* fender mirrors, they can usually be convinced they do wonders in dressing up the buggy.

"The best way we have found to sell fender mirrors," said Sword, "is to get one that fits the fender, place it and ask the customer how

he likes it? Then take it off and hand it to him to examine."

Ordinarily, the motorist will handle it a few minutes, place it here and there on his fender, then ask "How much?" It's sold, then and there.

"Often a service salesman can do this while the customer is waiting," said Sword. "Just make it look as a casual gesture, not a selling gimmick."

These "moves" can become almost automatic with a few days' practice. And the shop personnel fall into it without being conscious of what they are doing.

"When it comes to getting the mechanics to up their accessory volume, they have to be told that making a 'miss' is nothing to worry about. Everybody misses, or he never makes any hits. Service managers and service salesmen have a tendency to let mechanics know by a few choice words, or a look, it takes a salesman to sell. This makes the mechanics shy away from trying, and stick to the knitting they get paid for. We will not allow that here," Sword asserted.

Every alert shop manager knows today that with net profit getting a kicking from every direction, the only thing to do is to promote every avenue which leads to a little more revenue in the till. Those small sales add up to big dollars when they're multiplied in terms of every day for a year.

Competing with dealerships in much larger cities, like Denver and Salt Lake City, Rollins romped in to finish in second place in this sales activity.

This dealership found that radio repair sales could be had just for the reminding. With spring and summer driving, free of wintry weather, radio listening becomes more popular and a radio with a weak signal, or no sound at all, calls for a new tube or other shop service.







Service Manager George Haddam services a Volkswagen.

## Serving the Market for Foreign Cars

By Ross L. Holman

**I**F SOMEBODY doesn't watch out, foreign manufacturers are going to cut in on a goodly portion of America's car market.

At least that's the way Paul Mountcastle sees it and its the way he thinks he's finding it. He's been operating Mountcastle Imported Motors at Nashville, Tenn., for five years. Several weeks ago he was 80 orders and six months behind on the Volkswagen alone.

He handles a few other foreign brands, but the VW comprises about 80% of his sales. Not only is this little bundle of horsepower more popular than it is available but Paul says its trade-in value is something that commands respect. Only trouble is that mighty few of his customers have yet had their "Volksies" long enough to want to swap them in.

Pete Page, Paul's assistant, says

if he had a year-old VW trade-in on hand right now he could get \$100 more for it than he could a new one for which the buyer would have to wait about six months.

All of which sounds a lot like the "gold rush" days of '46 and '47 when every dealer was riding high and the customer was on the supplicating end of each car order.

Paul says the biggest appeal his line of foreign brands has so far made is to the economy-minded buyer. This is true both in purchase price and upkeep. The VW, Morris Minor and one or two of his other brands sell for around \$1,625. The VW, his best seller by far, gets 35 to 40 miles per gallon of gas and he claims the repair cost is light, including lower price for parts.

"Take, for example, a set of rod

In 1957, probably for the first time in history, imports of automobiles may exceed our exports. Imports last year aggregated 107,000 units. In 1955 they amounted to 57,000. Here you can study a dealership handling foreign cars.

bearings," he said. "On the popular-priced American car they would cost around \$7 to \$8. On a Volkswagen they are \$1.50."

In order not to lose too many sales on prospects who do not want to wait six months for the VW, Paul offers a substitute in the Morris Minor which sells for about the same price and offers comparable costs in upkeep. He can usually deliver one of these right off the floor, or secure it in a matter of days. He sells other foreign makes also.

The Jaguar comprises about five per cent of Mountcastle sales. Two luxury cars are the Mercedes and Rolls-Royce. The Rolls can be had in prices \$10,000 up, but his sales in that class have so far been practically nil.

Like the dealer in American brands, the foreign car dealer must be prepared to service the vehicles he sells. Paul keeps a shop equipped to handle every repair and reconditioning problem. George Haddam, his service manager, says each foreign brand requires about \$500 worth of special work equipment, such as testing tools, disassembly tools and gauges.

One strong inducement in favor of the Volkswagen which enables him to sell so many is the complete supply of parts that every dealer has to carry. In fact, Paul says he couldn't hold the franchise unless he kept this full stock so that no VW owner has to suffer a long delay in getting his car repaired. His inventory on parts runs to about \$20,000.

I asked Paul if the average buyer of a foreign car didn't run risk of getting stranded if a breakdown should occur in some remote area far from a dealer in the brand. He admitted that it might be a little more difficult than for a Ford or Plymouth, but it wouldn't be nearly as big a problem as one might think.

"There are approximately 1,000 dealers in foreign autos in the U.S.," he explained. "They are fairly evenly scattered over the



Nashville's dealer in foreign cars, Paul Mountcastle, hands prospect keys. "If you don't want to wait six months for a Volkswagen, here's an MG you can drive off right now." And some customers do just that.

country and there is always one or more not too far from where a user anywhere can get help. Practically every large city and many a small town has such a dealer. Whenever we sell a customer we supply him with the names and locations of all these dealers. He carries this list around with him.

"In most cases it is not even necessary to call in a foreign car dealer to repair car trouble if one is not conveniently near. Almost any well-equipped garage close at hand can take charge. If a part is needed, the garage operator can have it quickly shipped from the nearest dealer in such parts."

As with all other specialized work, servicemen who repair foreign cars are trained in special factory schools for the jobs they are to do. Paul sent George Haddam and some of his other mechanics to a school which gives rigid training for the work.

Nearly all the English and German manufacturers exporting cars to this country have U.S. distributors or branch factories in this country. Dealers who want to secure a franchise get it from the U.S. distributors. Most of the distributors are located at ports of entry and keep on hand all the vehicles and parts involved in each franchise. Some distributors handle two or three foreign brands. The distributor for Volkswagen, however, handles nothing but that make.

Many prospects, of course, don't like the pint-size, beetle-like auto-

mobile. It may take a lot of educating to get them to go for it fast enough to cause much uneasiness among Detroit's manufacturers. But the retail dealers who sell them say the economy advantages are big enough to tempt a large segment of America's joyriding public if a big enough effort is made to publicize them. Meanwhile, Detroit factory executives have admitted they're watching carefully the inroads of the foreign cars in this country.

Paul says foreign-make cars don't have as big a mark-up as those produced in this country. The

price, for the most part, is rigidly set by the factory and there is no fluctuation. One important feature of the VW and five other foreign brands that many users like and some don't like is the air-cooled motor.

Because his sales have grown so much in the past five years, Paul is planning to set up another plant in another part of town. He hopes to have it ready within five months. One of the plants will sell and service the Volkswagen exclusively, while the other will be devoted to all the other foreign brands.

As with American makes, the average foreign brand car is made into practically all the vehicle shapes devoted to the different transportation needs. Paul has the station wagon, sports car, conventional sedans, sedans with sliding roofs, armored trucks and others.

The men of Detroit are watching the rise of foreign-car sales in this country. President "Tex" Colbert of Chrysler Corp. told SOUTHERN AUTOMOTIVE JOURNAL editors at Atlanta only a few weeks ago that a team from Chrysler was spending some time consulting with manufacturers over Europe so that Chrysler could have first-hand the developments coming from those plants.

The foreign cars made in Australia and England by Ford and General Motors may be promoted more actively in the United States, too, if Americans indicate a continued expanding interest in smaller cars with a smaller price tag.

Detroit's eyes are watching.

As prospect sits inside, dealer indicates low-sluggishness of Volkswagen.





The good service manager is tactful in handling both customer and mechanic.

## Service Managers Have a Job!

**W**HEN I put about a year and a half into running our shop seven years ago, I came away with the conviction that a good service manager — one who is as much a psychologist as he is a technician with motors — is worth paying whatever the operation can afford.

The service manager who can meet the public with a calm, reasonable manner, whose sincere effort in all his relations throughout the day with mechanics, management and customers indicates his company loyalty, is worth going along with.

Let no dealer think this caliber of person is easy to come by. The combined talents in one man are hard to find, but once found should be prized highly. No price is too great to keep him in your service.

The service manager's job is a difficult one. The public can be unreasonably demanding on the resources of a service manager. We have all seen car owners fly into a rage because their cars would not start, or leave a shop peeved because their bill was a couple of dollars higher, or become abusive when some defect appeared uncorrected. A service manager has to meet every type of individual, and not only ap-

**By RALPH N. SMITH**  
President, Burrows Motors Co., Inc.  
(Rambler)  
Washington, D. C.

pease their wrath but make them want to come back.

A service manager has to get behind the thinking of his me-

chanics, know their attitudes as well as their abilities. In sorting out his day's jobs, he must know what to assign to a mechanic; he must know each mechanic's preferences. He must allow them their measure of responsibility to diagnose correctly and repair, even when he has given them his di-

(Continued on page 64)

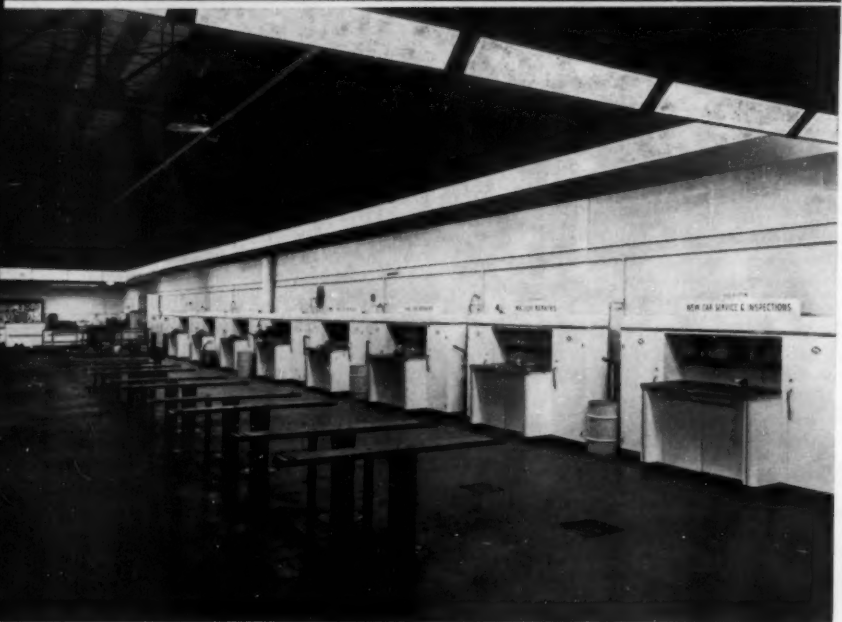
In his spare time the Burrows service personnel write and mail these simple messages on government postcards, building customer good-will.

Dear Mr. Johnson,  
Got to thinking about the job we did for you April 26 & am wondering if you are satisfied? I sincerely hope so. Glad to hear from you any time!  
Hope to be of further service.

Li. 4-8300

Sincerely,  
Bob Watson





# Panhandle Beauty

Unusual architectural and decorative treatment were brought to play in the home of Garner Motors, formerly Garner-Randall, Cadillac and Oldsmobile dealership in Amarillo, Texas.

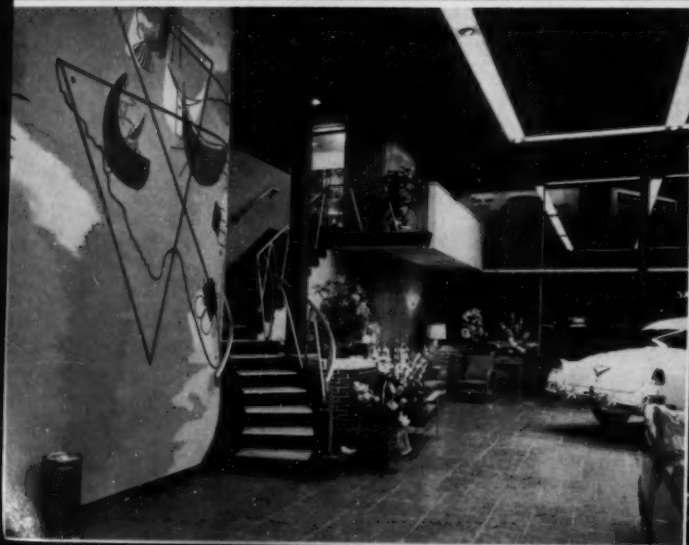
At left you see daytime and night shots of the used-car lot. Note how the highly-glamorized backdrop (actually a Hollywood-type front with nothing behind it but open space) was used as an effective attention-getter. (Can you spot the co-operating moon?)

In the third photograph is evidence of how glamor stops and business takes over at the door between display room and shop. Only modern and complete equipment was installed.

Across the bottom you see (at left) the view greeting the customer entering the display room. The modernistic, winding staircase leads to conference, or sales meeting, room.

Mural appearing below is intended to convey the idea of the vast expanses and the friendliness of West Texas in particular. Wood-paneled counter at rear against masonry column is partition separating public from the receptionist who remains on duty here.

Location of dealership is on a busy thoroughfare situated in the heart of the city.





# Night Shop Operations Pay, IF--

By **HARRY DU BOIS**  
President, Du Bois, Inc.  
(Studebaker - Packard)  
Arlington, Va.

**T**HE question of evening hours for the service shop is one that often occurs to a dealer looking for some means of increasing volume.

Customer accommodation and greater freedom to discuss a car's performance because there is more time would draw a measure of traffic with appropriate promotion. But certain problems also become apparent to any dealer considering night hours for the shop.

We experimented over a six-week period and came out with a 20% gain in net profit! However, we selected a period of most favorable conditions. We decided we would experiment with an evening shop shift during state car inspection periods in the spring and fall of the year.

Virginia has two car inspection periods: May 1-June 15 and October 1-November 15. During these periods every car registered in the state must have a safety inspection of such needs as defective brakes, leaking muffler and tailpipe, cracked and broken safety glass, headlights out of adjustment, worn or faulty steering mechanism, directional signals and tail-light lenses.

Carried out by privately owned

Owners coming in for evening service were alerted to other needs at given mileages shown on this chart distributed by the Packard factory to its hundreds of dealers.



In an experimental six-week period of operating the shop at night, this dealership came out with a 20% gain in net profit. A steady stream of cars proved that many owners would avail themselves of evening hours.

garages which are inspected throughout the year by state police to make certain that requirements are being met, these inspections appeared to us an opportunity to attract our regular trade as well as new customers to our repair facilities. As newcomers to the community, we wished to draw the patronage of many new customers, increase service volume in off-make cars and get ourselves better known around town.

To avail ourselves of the opportunity, we informed 20,000 by postcard that our shop would remain open from 6 p.m. to midnight six nights a week during the inspection period. This was further promoted in our daily personal contact with customers who appeared pressed for time giving up their cars for repairs.

We hired one night foreman at a weekly salary, two mechanics on a 50-50 basis and a parts man on a salary. We switched as much internal work as possible to the evening shift and put our daytime crew on 100% paid labor. Evenings from 10 p.m. to midnight when business usually fell off were spent on new-car preparation and used-car reconditioning.

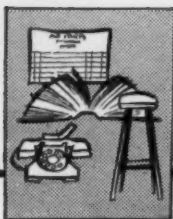
Our first trial with an evening shop brought us all the results we had aimed for. Our four night personnel were kept steadily busy by

a stream of cars coming into the shop all evening long. We became more widely known in the area as we became acquainted with many new faces. When we asked these customers how they had heard we were open evenings, they reported most frequently that a friend had told them. The word had quickly got around. From our daily checkup we have reason to believe that many new friends made during our evening hours are returning for regular car servicing now.

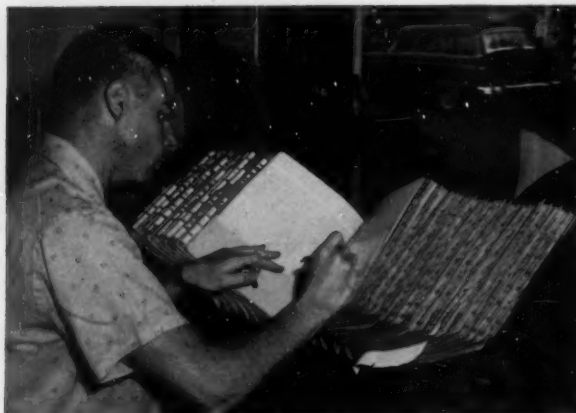
We took a count several evenings and sorted repair orders, noting that 75% of the cars being serviced were off-make. Many of these customers are coming back to us.

After safety inspections and repair of defects, our shop foreman inquired of customers whether there was anything else that could be done. Motor tune-up sales, including valve grinding jobs, were obtained, also fuel pump replacements and oil filter cartridge changes. Since this was an October inspection period right before going into winter, we made many battery and anti-freeze sales. Volume in merchandise other than inspection items took a rise of about 15% to 20%.

Still we feel we did not make  
(Continued on page 70)



## SOUTHERN JOBBERS and FACTORY MEN



The author checks perpetual inventory and learns the sales picture of an item before reordering.



A deposit item return tag (see opposite page) is examined for credit on return of an old generator.

# How We Got 5½ "Turns"

**O**UR buying and recording procedures have been geared to maximum turnover for every dollar invested.

In '56 we achieved five-and-a-half turnovers over the four turnovers we had in '55.

More efficient buying, improved recordkeeping, closer study of sales trends, shipping costs and obsolescence are in large part responsible for our gains.

Necessitated by the ever-shrinking margin of profit between manufacturer and wholesaler, our closer surveillance of our systems was coupled with a policy of quality, major brand merchandise, no price cutting, the best service to the customer we are capable of and competent salesmen.

As "youngsters" in the wholesaling of engine and chassis parts since '53, we are very optimistic and confident in the future. We expect to do a \$250,000 gross this year. We — my father, brother and I — see only expansion ahead.

Let's take a look at the most re-

**By VINCENT IMIRIE**  
Buyer and Store Manager,  
G. W. Imirie  
Bethesda, Md.

cent record:

We recognized that to get a wider spread of profit we would have to increase sales volume at a faster rate and hold overhead. In '56 we established direct buying contact with the factory on a distributor basis to replace our former method of buying through a local jobber.

Buying in larger quantities we increased our inventory to avoid too-frequent buying and to minimize freight costs. The result has been a 23% gain in sales volume since November '56 and a savings of 15% as a distributor buying direct from the factory.

For the first quarter of '57 shipping (freight, truck, parcel post) costs were held down to 5.8% of cost of merchandise shipped. However, our annual cost of putting merchandise through the front

door averages 7%, as a usual rule.

Close personal supervision of a perpetual inventory system must be done by the buyer. It cannot be turned over to a clerk. Only a person of wide experience can watch the very fluid and constantly changing situation in the parts market. Seasonal items must be anticipated, changing sales trends perceived, obsolescence watched. The sales picture must establish maximums and minimums per item that have daily significance. We require an item to turn at least once a year. If it does not, we dispose of it by return to the factory.

Our more detailed records now show us exactly how money is being used. Income and expense are broken down into accounts, some of which serve as an index to tomorrow's practices. For example, we keep a record of past freight charges on major items with regard to weight and cost; also what carrier was used.

In order to hold our shipping costs down to an annual 7%, there are a number of economical prac-

tices we have introduced. When a manufacturer makes a prepaid shipment, in every case possible we try to order enough to make a freight-allowed shipment.

Since trucking companies have a minimum charge up to 100 pounds, we try to order minimum weight requirements. For example, instead of ordering 50 pounds a week of an item or line, we order 100 pounds every two weeks. In other words, we space our ordering periods more advantageously. Small orders of 20 to 30 pounds are sent by parcel post. Usually we find an order less than 50 pounds cheaper by parcel post than trucking.

We favor direct shipment and specify the use of a direct line from Chicago or any other shipping point to Washington, rather than a rerouting shipment that increases costs. An order shipped from Chicago to Baltimore, and then rerouted to Washington, would raise freight costs. We also designate the carrier we prefer.

#### We Watch the Carriers

Since carriers vary as to dependability, quality of service, accuracy, care in handling, etc., experience has shown us that the shipper who is careful and avoids damaging merchandise, who observes addressee's street and number accurately, is a money-saver to a company.

In cases of more than one source of supply of an item, we usually pick the source closest home, reducing freight costs. It is more economical to pay a higher figure per item locally than a lower price plus freight rates.

Among other changes, we have devised a form for exchange items. Comprising 15% of invoices written, exchange items (old parts with core value like brake shoes, voltage regulator, clutch parts, armatures) have always presented a headache to wholesalers. Price changes added to the confusion on credit allowance. Our simplified form, which includes a hard copy that is attached to the item when the customer wants to return it, lets us know exactly how much credit to give him.

A quadruplicate snap-out form on exchange items consists of our original invoice, a duplicate for our inventory control copy, a triplicate or customer invoice, which is given to the customer's bookkeeper, and a quadruplicate or manila card called a "deposit item return tag."

PHONE  
OL 4-8313

**G. W. IMIRIE**

WHOLESALEERS OF AUTOMOTIVE PARTS

7140 WISCONSIN AVE. - BETHESDA, MD.

NO. 77504 CUST. ORDER NO. 4307 DATE 6-3 1957

SOLD TO: SMITH'S SERVICE STATION

ADDRESS: CASH

IMPORTANT: THIS INVOICE IS FOR MERCHANDISE FOR WHICH A DEPOSIT MUST BE CHARGED PENDING THE RETURN OF THE OLD UNIT. THE DEPOSIT WILL BE REFUNDED UPON THE RETURN OF THE OLD UNIT. THE YELLOW CUSTOMER'S INVOICE NEED NOT BE RETURNED. A 10% BOOK-KEEPING CHARGE WILL BE MADE ON ANY ITEM RETURNED WITHOUT THE DEPOSIT ITEM RETURN TAG.

QTY.	PART NUMBER	BRAND	LIST	NET	EXTENSION
2	192/235	Delco-Remy	14.50	9.20	18.40
2	OLD ARMATURES			1.00	2.00
TAX					
TOTAL				20.40	

SALSMAN *[Signature]*

REC'D BY

DEPOSIT ITEM RETURN TAG

Worn items being returned for credit receive the amount listed here on lower portion of this snap-out form. If customer fails to retain this copy, office copy can easily be checked to clarify the allowance.

This hard-copy return tag is attached to the old part upon its return and then credit amount is readily determined. The duplicate copy goes into our alphabetical file and is retained there until the customer returns the exchange item; then it is pulled and destroyed.

If the deposit item return tag is lost, we can use our alphabetical file for reference for credit due the customer, so that now when a customer returns an exchange item the next day or six months later, we know exactly how much credit to give him by the amount written on the tag.

I mentioned above that we were trying to improve our services to the customer despite our close surveillance of expenses. We now have

three regular deliveries a day and occasionally special deliveries. In the fall we are initiating technical training classes for our customers. We are trying to do everything possible to make their business more efficient and successful.

We are not selling price. We sell only genuine parts — quality major-brand merchandise. We do not cut prices; we have no under-the-table deals.

Our salesmen are kept constantly up-to-date on their lines and merchandise by reviews given bi-weekly at sales meetings. Effective sales and promotional practices are discussed.

Nor do we expect to stop here. As a young company that feels the open road lies ahead, we shall continue to study our ways.



## Delhommer Says Less Shows May Aid Factories to Increase Jobbers' Net

**J**OBBERs' profits might be boosted if wholesalers stopped asking manufacturers to spend money by exhibiting in frequently - held shows, a prominent Louisiana jobber asserted last month.

In a letter to SOUTHERN AUTOMOTIVE JOURNAL, Harold J. Delhommer of Harold's Inc., Lafayette, La., a founding father of his state wholesaler association and a long-time supporter of the Southwest Show and active member of MEWA, said:

"A crazy thought has occurred to me, namely, that we jobbers are all asking the manufacturer to do

in business but felt that the Southwest Show just held in Dallas was too close to the one held in Houston last year and I can truthfully say that the attendance at Houston was actually a disgrace. My son and I have decided that we will not be a sponsor to the regional shows until they go on a more reasonable basis, although I understand that in the future this is going to be done.

"Of course this same thing had been done when I was on the board of the Southwest Show, but the next board that took over immediately started the every-year show. I believe that the national show is on an every-other-year basis, but it seems to me that they are again going to make it every year

in many more places and farther distances.

"I firmly believe that the manufacturers do like to exhibit at these shows but they in turn also know the cost as well as having their key men away from their businesses, and if these shows are to be held all over the U.S., then think of this expense.

"I believe that the manufacturers could give us this needed profit without too much increase on the retail level if we jobbers would definitely not ask them to exhibit at all these shows so many times a year. I notice that many of the large manufacturers are beginning to drop out of some of the regional shows and only the very small ones are exhibiting.

"I don't believe that we jobbers have a right to ask for this needed profit from the manufacturers on one hand and then ask them to continue to do something that is creating a cost on the other hand."



Harold J. Delhommer

something about our dwindling profits and we in turn are also asking these manufacturers to be doing something that is creating an expense to them as well as us.

"Now it stands to reason that the manufacturers are reluctant to raise the list prices so that an increase in our profits can be shown. As I see it, most of the times an increase occurs in the list we also note that a decrease in the profit structure of the jobbers also occurs.

"My thought along a method of the manufacturers to give us this much-needed profit could be realized by manufacturers' refusing to attend all these shows every year and considering an attendance of a national show only every other year and the same thing on the regional shows. I know that these shows are a big expense to the jobbers but are of a greater expense to the manufacturers.

"I have never missed a national or regional show since I have been

New 24,000-square-foot, two-story Fort Lauderdale, Fla., store of Vaughn & Wright, West Palm Beach, located at 16 N. E. 4th St., was occupied a few months ago. Half the upstairs space is used for office rental and the other half for parts storage and a meeting room for clinics. The downstairs area includes machine shop, a 60' counter and a 60' display. The parking facilities extend 50' by 270'.







Open house was held recently at the new building of Dimmick Supply Co., Inc., at 711 Enterprise Blvd., Lake Charles, La. Manufacturers and representatives, as well as employees and their wives, were entertained at the two-day opening with prize drawings every three hours. Pictured at top right are (l. to r.): Vernon Adams, Calvin Sandifer, Joe Whitehurst (Du Pont representative), Bill Dimmick, Tom McClelland, George Laviolette, Gordon Delaney and Hank Guidroz (Du Pont representative). President of the company, Ira C. Dimmick (shown at left), is president of the Automotive Wholesalers Association of Louisiana. He established his first store in Opelousas in 1932 with \$1,800 in borrowed capital and three employees. The company now has 41 employees. The Lake Charles operation began in 1937.

## Ten Southerners Join Ranks of AAR

TEN southern firms have become members of Automotive Affiliated Representatives, Executive Secretary Ed L. Lee announced.

They are: Virginia-Carolinas (Charlotte, N. C.), Dura Service Co. and T. L. Kidd Co.; Southeast (Atlanta, Ga.), Roy Bridges & Associates, Inc., and Frank H. Williams Co.; Mid-South (Memphis, Tenn.), Earl F. Potter Sales Co.; St. Louis, Russ Nixon & Associates and Blakemore Sales Co.; Heart of America (Kansas City, Mo.), Kemper S. Moore and G. Gordon Brooks, and Southwest (Dallas, Texas), Dean A. Johnson Co.

## Alemite Selects Hout

Harold Hout has been appointed sales manager for the Alemite Co. of Charlotte, N. C. The Charlotte distributorship serves South Carolina and two-thirds of western North Carolina with Alemite and Stewart-Warner products.

Mark IV air conditioners have been added to the line of Mahanay Bros. Auto Parts, Clinton, Okla., according to Co-owner Gene W. Mahanay.

## Mohawk Appoints Three

Appointed territory representatives for The Mohawk Rubber Co., Akron, O., are James W. Raffield, to cover southern Georgia, Joseph A. Farnell, eastern Tennessee and

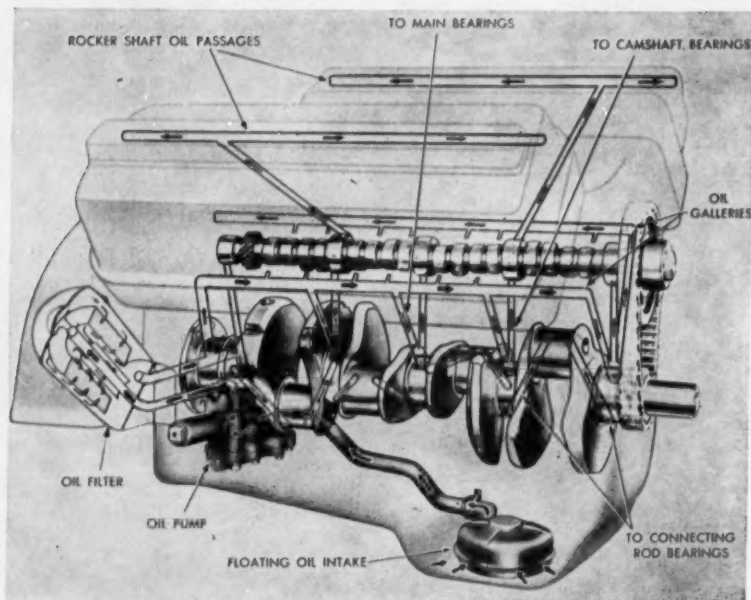
northern Georgia, and Ferry W. Craft, Florida. Farnell, Raffield and Craft will report directly to Claude M. Chambers, southeastern division regional manager, whose headquarters are in Atlanta, Ga. (More Jobber News on page 116)

These three lights have saved time in handling the "hot shot" delivery problem at Motor Bearings & Parts Co., Raleigh, N. C., according to Store Manager E. W. Atkins (left). Each light (one red, one green and one blue) represents a truck driver. When the driver returns, he switches on his light, indicating his availability for a quick delivery and saving the time of Counterman H. W. Barrow (behind counter) and others in advising a telephoning customer how soon delivery can be made. Lights are in plain view along the entire long counter. Previously it had been necessary to delay a customer on the phone until the status of the truck drivers could be learned. Atkins' recent survey showed deliveries in the area averaging 75 cents.





## SERVICE and MAINTENANCE



Arrow indicates path of oil through the engine. Unless filtered, foreign particles will come in contact with all bearings.

# OIL FILTERS

**Y**es, filters have a purpose, but in far too many cases, we, as service advisors, have done a very poor job of getting across to our customers the importance of the various types of filters with which their car is equipped, and the great part they play in assuring the performance and prolonging the service life of the unit they affect.

It seems that it will take some form of an educational program to get this across. We recall a fleet of trucks being operated by a manufacturer of concrete blocks. The owner was complaining about the short engine life of the trucks. When an investigation was made, it revealed that not even one of the jobs was being operated with the

carburetor air cleaner (filter) in place.

It seems that the drivers had a habit of allowing the trucks to run out of gas. So, to get the engine started, they would remove the air cleaner and pour some gasoline in the carburetor air horn. They finally decided that it would be easier to just leave the air cleaners off entirely.

Since the trucks were operated under extreme dusty conditions, the result was very short engine life.

Further investigation disclosed that the engine oil filters had never been serviced. This is just one case of how lack of filter service can prove very costly to the operator.

The average driver seems to doubt the value of his filters and their need for service. Why? We don't know the reason. But whatever it is, experience shows that filter service is hardly ever bought. It is almost always sold and there is far more filter service needed than is being sold. Therefore, many cars and trucks are taking an unnecessary amount of abuse. This leads to premature failure and unhappy owners.

There is one angle to the filter service that affects the "dealer shop" more than it does the "independent shop." This is complaint



**By E. M. Lowery**  
Technical Editor

of engine bearing or piston ring failure at low mileage. The failures usually bring forth condemnation of the engine. However, in the majority of cases the real cause is the lack of correct lubrication brought on by improper or no filter service. In such instances the smart shop will check the engine oil filter before any commitments are made.

There are two types of engine filters in most common use today—the bypass and the full-flow.

The bypass is one way of maintaining a continuous flow of lubricant by routing only a portion of it

through the filter. Since a different portion passes through each time around, the entire oil supply gets filtered every few minutes. This type of filtration has a definite advantage. Even if the owner never services the filter, clogging of the element will not stop the flow of oil and starve the lubricating system. Just as long as the element is reasonably clean, it can remove filterable foreign particles from the oil.

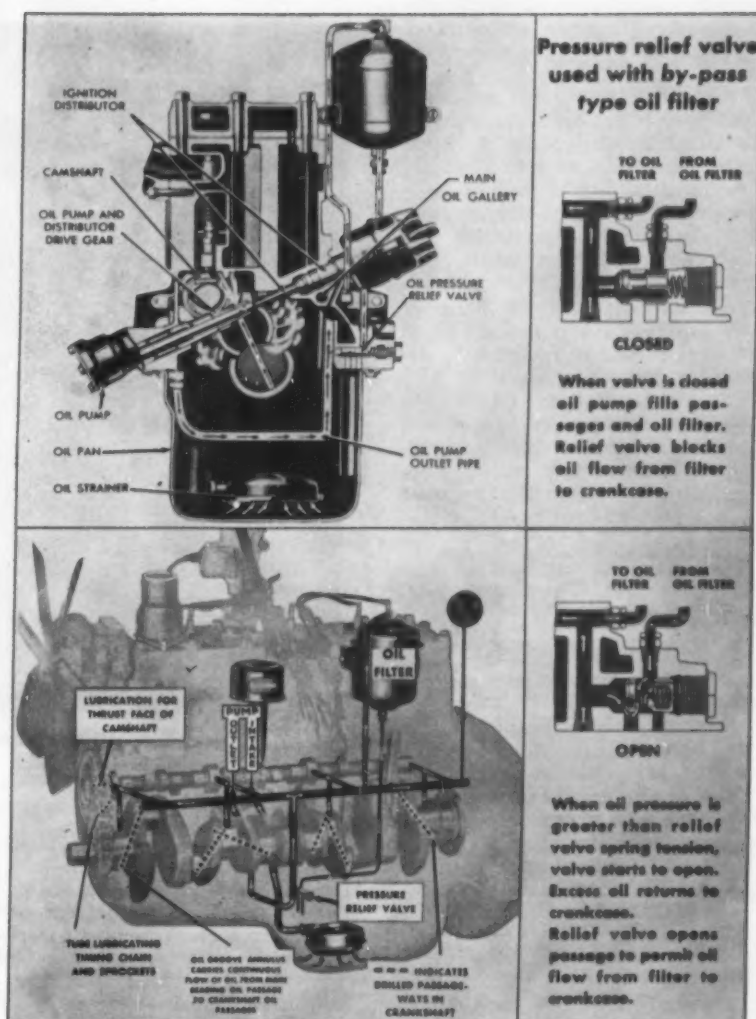
The effectiveness of the bypass element, however, begins to taper off within a short time. In circulation, oil, like other liquids, will follow the line of least resistance. So, as the filter element begins to sludge up, it admits less oil on each passage. This means that a steadily increasing amount of the oil bypasses the filtering element and the time required for complete filtration of the oil gets longer.

Unless serviced periodically, the element will become fully clogged and all of the oil will be traveling in a direct, unfiltered path from the crankcase to the bearings. However, in spite of this gradual decline in efficiency, the bypass will do a good job for the time usually specified by the manufacturer.

The full-flow is being used more and more. This has been brought about by the great improvements which have been made in engine oils during the past few years. These improved oils (detergents, as they are known) keep small the foreign particles which get into the oil and thus prevent rapid element clogging. Therefore, the full-flow is placed directly in the path of the oil so that all of the lubricant which the pump supplies must pass directly through it.

The full-flow slows down the flow of lubricant somewhat more than the other type. However, this is not enough to cause trouble. Present-day engine oil pump capacity is so far greater than the minimum required for safety that the slight reduction in flow will cause no trouble.

It would seem that this filter



could starve the engine, for since it is in the direct path of flow, a clogged element might stop the oil flow entirely. However, this is not the case, because full-flow filters are provided with a safety valve. When the clogged element starts to reduce the flow of oil, pressure inside the filter case drops and the valve opens. When this happens all of the oil detours around the filter element.

Regardless of the type in use, a

clogged element usually presents the same end result—trouble—because it eliminates filter protection from the engine lubricating system.

How do we determine when to service the filter? Operating condition can throw "specs" out the window.

Suppose an engine filter remains cool to the touch after an engine has fully warmed up. That is a pretty good sign that no oil is passing through it. This is not a positive test, however, because some filters are located close to exhaust pipes and are kept warm by the exhaust heat.

Unless the car's lubrication record is available, a good way to determine if it requires service is to give it a sharp tap. A ringing metallic sound usually indicates that the element is still in good

## July: Sleeve-Type Steering Pump

Steadily power steering has been appearing on more and more cars. Next month Ed Lowery will cover the repairing of 1957 Plymouth sleeve-type power steering pump.



condition—while a dull thud would indicate that the element is loaded.

Most manufacturers generally recommend that the filter element be changed every 4,000 to 6,000 miles. However, as stated before, operating conditions may make it necessary to change more often. For example, if the vehicle has been operated on dusty roads, or in town on short runs, such as stop-and-go driving, we know that both the engine oil and the oil filter element should be changed in advance of the prescribed time.

So, when writing up this, it won't take long to raise the hood and test the filter; should it indicate need for service, tell the owner. You will be offering him some good, inexpensive engine insurance.

## Making Air Checks On Turboglide

**C**HEVROLET Division has issued the following bulletin on Turboglide air checks:

Five air checks can be made on the Turboglide transmission which are of value in determining the cause of a complaint prior to overhaul or as a means of checking clutch applications and seals during transmission overhaul.

In order to perform the checks, tool 4353-1 and an air source of 100 pounds pressure is required.

To make the following checks with the transmission installed in the car, drain the oil, then remove the converter cover pan, transmission oil pan and the main valve body. The oil pressure tubes shown in the forward clutch and grade retarder apply ports must be installed to make the checks. If checks are being performed during transmission overhaul, rebuild to the stage shown in the accompanying illustration and install converter holding tool 5384 to prevent the possibility of the converter being blown out of the transmission.

### Reverse clutch:

Apply air to the reverse clutch port (see illustration), visually check that the reverse cone moves rearward and listen for air leaks.

If reverse cone does not move, determine whether the front pump-to-transmission case gasket is incorrectly positioned and blocking oil passages or if the reverse piston is cocked or bound.

If air leaks are heard, check for a damaged front pump-to-transmission case gasket or for damaged

seals in the reverse piston.

### Stator piston:

Apply air to the stator piston port (see illustration) and listen for air leaks. If air leaks are detected, check for a mispositioned or damaged front pump-to-transmission case gasket, broken or warped seal rings on second turbine shaft, defective stator piston seal, or damaged or worn brass seal in the inside diameter of the stator support. Should it be determined that the stator support brass seal is at fault, the stator support must be replaced, as the brass seal cannot be serviced separately.

### Neutral clutch:

With air applied to the neutral clutch port, listen for application of the clutch and air leaks.

If no clutch application is heard, determine if the front pump-to-transmission case gasket is incorrectly positioned and blocking oil passages; otherwise disassemble the neutral clutch and check for a locked-up or binding condition.

Possible causes if air leaks are heard are a torn or distorted front pump-to-transmission case gasket, warped or broken seal rings on second or third turbine shafts, defective seals in the neutral clutch piston, or defective brass seal in the inside diameter of the second turbine shaft. If the brass seal is

faulty, replace the front ring gear hub and shaft assembly.

### Forward clutch:

With the oil transfer tube installed as shown in the illustration, apply air to tube, observe that the forward clutch applies and listen for air leaks.

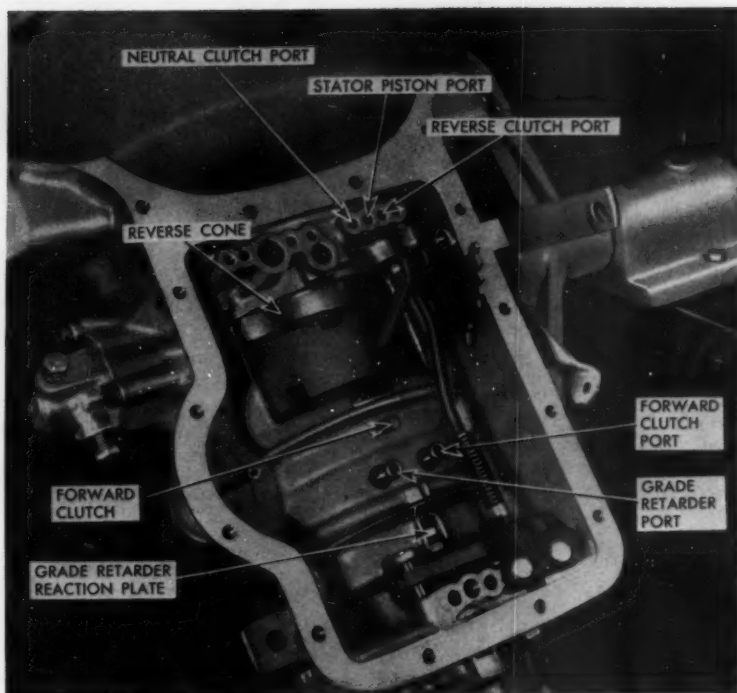
Failure of clutch to apply can be the result of a wedged forward piston or grade retarder piston, probably caused by cocked piston "O" rings. A blockage of the oil feed orifice in the forward and brake piston support could also prevent clutch application.

The first place to check if air leaks are found is the "O" ring seals on the oil pressure tube in the forward clutch port; otherwise check the forward piston-to-support seals.

### Grade retarder piston:

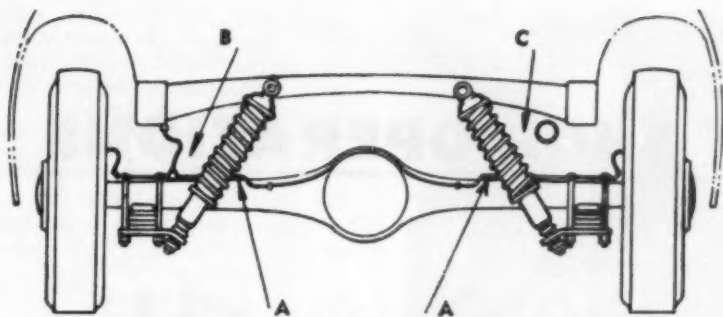
Apply air to the grade retarder port with the oil pressure tube installed. Check the grade retarder application by watching for the movement of the grade retarder reaction plate (see illustration) which will occur as the brake plates are forced against it by piston moving rearward.

If grade retarder piston does not move, check for cocked "O" ring seals in both the grade retarder and forward pistons or check for blocked orifice in the piston support.



Turboglide air check points are indicated.





This is a typical installation. Fundamentally it is installed just the same as replacement shock absorbers—on the same mounting pins and brackets and uses the same type of mountings, bushings and retainers as the original shocks. On some cars it may be necessary to reposition hydraulic brake line tubing at points "A", on some at point "B" to reposition the hydraulic brake flexible line and at point "C" to reposition the exhaust tailpipe to clear the Load-Leveler unit.

## New Overload Control

A NEW overload control was announced last month by Monroe Auto Equipment Co., Monroe, Mich.

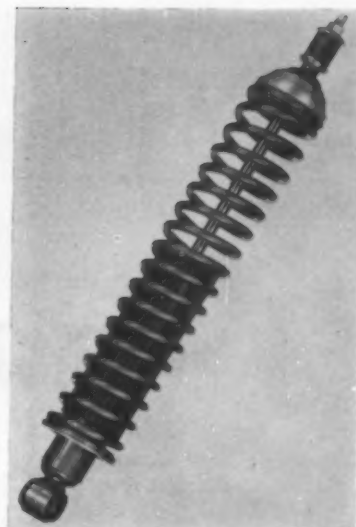
The "Load-Leveler" will "put the presentday heavily-loaded passenger car back on an even keel and keep it there," the manufacturer said. It has been engineered to end sagging rear springs of heavily-loaded passenger cars, to neutralize bucking on sudden stops and to prevent sway when cornering, it was said.

Monroe engineers said the de-

vice increases road clearance of a heavily-loaded automobile from 35 to 40% and boosts clearance of a car with a normal load from 12 to 17%.

The product combines an oversize, calibrated shock absorber with an overload spring and comes supplied with bushings and mountings. It replaces the rear shocks, one on each side, and uses the same drill holes as the old shocks for its mountings, permitting simple and quick replacement.

Prolonged testing has demon-



A heavy load unit is combined with an oversize shock absorber and Load-Leveler spring. "The shock absorber is scientifically calibrated to control the standard equipment springs on the vehicle as well as the overload spring," the company reported. Unit prevents bottoming, stabilizes the car on curves and increases road clearance, according to the announcement. It replaces existing shock absorbers.

strated that a four-door sedan equipped with the product can be loaded safely with six passengers and 500 pounds of luggage and still maintain a level and comfortable ride, officials said. On the same car, driven with only one or two passengers and no luggage, the device reportedly insures a non-sway, stabilized ride.

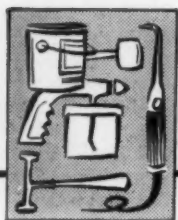
A greatly increased margin of safety results from "efficient, automatic compensation for overloading by means of a calibrated control system," Monroe's engineers said.

Additional safety features are gained through maintaining proper focus of headlights of heavily-loaded cars on the road instead of having them raised to glare in the eyes of oncoming drivers. Stability on curves is increased; the damage and discomfort of jolts and jars due to car "bottoming" are eliminated. A correct distribution of weight is maintained to prevent changes in wheel caster which might make steering more difficult and cause excessive tire wear, it was explained.

The product is reportedly designed for cars, station wagons, delivery trucks and cars towing trailers.

"Now, let's turn this inside out so you gentlemen can see its strong construction."





## BODY SHOP OPERATIONS

# Retopping the Convertibles

By E. M. Lowery  
Technical Editor

**T**HIS is convertible time and trim shops should be picking up some nice additional revenue by pushing convertible top replacement.

Because of the varied weather conditions to which it is exposed, convertible top material at its best doesn't last too long, and usually when a top needs replacing it is from the frame work up.

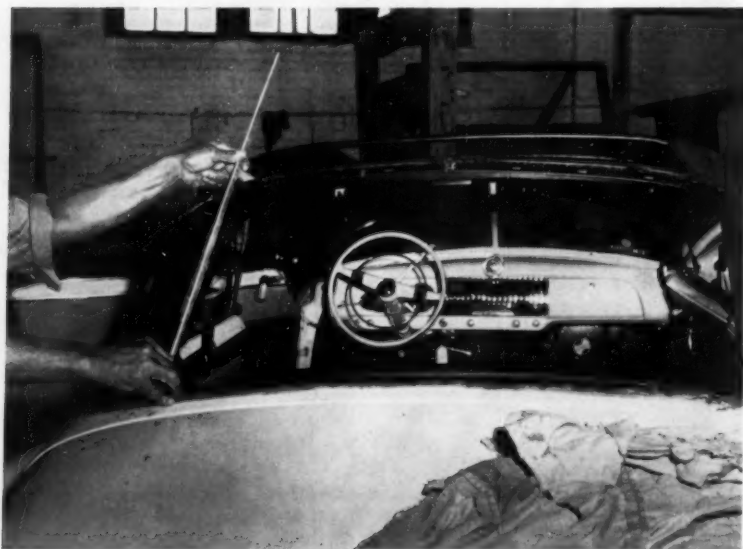
Fig. 1 shows an old top in which the material has been so weather-beaten until it was easily pulled off in small pieces. Also, in this case, the tack way (numeral 1) was so deteriorated that it had to be replaced.

It doesn't pay to try to "get by" with deteriorated tack ways. To do so means an unsatisfactory job. We



Fig. 1—This top material was so weather-beaten that it was pulled off in small pieces. "1" spotlights a badly deteriorated tack way which must be replaced in order for a satisfactory job to be made.

Fig. 2—Checking rear bow to body alignment.



found that due to the variation in the top frames, most trimmers do not use patterns. Instead, they fit new material to the frame, mark it and then assemble it.

There is nothing that will spoil the appearance of the new top job any more than for the rear curtain to be higher on one side than on the other. Therefore, the distance from rear bow to the body must be checked. See Fig. 2.

Being sure of the correct alignment of the rear bow, the first section of the rear curtain is tacked in place (Fig. 3).

A factor which is often overlooked, but which may easily ruin the appearance of the newly installed top, is the attachment of the body to the frame.

Uneven tightening of the body bolts and use of too many or not enough shims may result in distortion of the body sill and cause

misalignment of the top fit at the header, as well as a misfit of the doors. Therefore, before any adjustments are made to correct top misalignment, be sure that all body bolts are tightened to the specified torque.

In some cases it may be advisable to loosen the body bolts and drive the car a short distance to permit the body to settle evenly on the frame. Then tighten the body bolts to specified torque.

If body shimming is necessary, Fig. 5 illustrates how it should be done if the door fit is tight at the top and open at the bottom. If the door fit is open at the top and close at the bottom, it would be necessary to add shims at the body mounting near the front and rear of the door. In some instances it might be necessary to add shims at the body brackets on the right side of the car and remove them from the left side, or vice versa. However, the important thing to keep in mind is that shimming of the body, as illustrated, changes the fitting of the top header panel at the top of the windshield frame.

Another important factor in top fit is the roof side rail alignment and prop link adjustment. Although there is no procedure which will specifically cover all makes of tops, the following instructions and illustrations will give a basic idea how it is done:

The adjustment for proper sealing of the roof side rail seals above the door glass and the header panel



Fig. 3—Tacking on a section of the rear curtain.

to the windshield locking plunger, cam and stops is mainly controlled by the vertical prop links which are fastened in the quarter panel pockets. See "5" in Fig. 6.

Two additional adjustments also affect the folding top side rail seals at the top of the door glass. They are the front side rail hinge stop screws and the rear side rail hinge stop screws. See "3" and "4" in Fig. 6.

If the front side rail hinge joints above the door glass are jack-

knifed open when the top is in the raised position, correct leveling of the side rails can be effected by lowering the prop link bracket. However, when adjusting one vertical prop link, the same or practically the same adjustment should be made to the opposite vertical prop link. This is necessary in order to maintain parallelism between the header panel and windshield frame, and in addition to maintain lateral alignment of the header panel stops with relation to the windshield plunger. Before making this adjustment loosen the top header at the windshield to remove tension from the linkage.

If the front side rail hinge joint is jackknifed closed, turn the front side rail adjustment screws clockwise until satisfactory alignment is obtained. See "3" in Fig. 6.

If there is no necessity to adjust the side rail screws to obtain side rail alignment, turn both the front and rear screws sufficiently tight to remove any slack in the linkage. Then tighten the locking nut.

**Top header panel adjustment:**

After the previous adjustments have been performed and the header panel does not close easily on the locking stops, further adjustment is provided to move the header panel forward or backward. Loosen the header panel to side rail screws and shift the header panel to side rail screws and shift the header panel forward or backward as required. See "2" in Fig. 6.

**Care of the top fabric:**

The top fabric should be brushed

"I'll have you know that my bumper mountings are as firm as anybody's!"





Fig. 4—Assembling the side and roof sections.

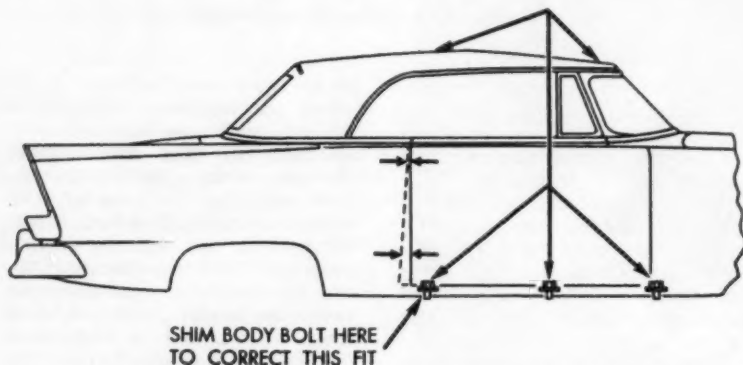


Fig. 5—Shimming body to get correct door and top alignment.

Fig. 6—Top alignment and linkage adjustment.

#### FRONT SIDE RAIL PIVOT

Small movement forward or backward for smooth top raising or lowering adjustment. This could also affect clearance between cloth top and door. Caution: unless properly adjusted, breakage of the rear side rail hinge will result.

#### LOCKING CAM AND STOP

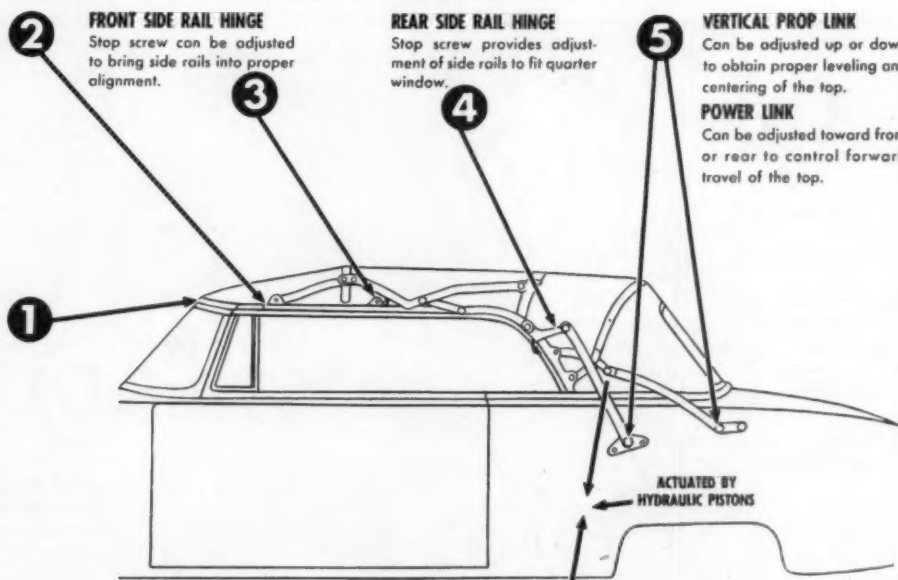
The cams and stops lock the top header bar, top and windshield header moulding.

**2 FRONT SIDE RAIL HINGE**  
Stop screw can be adjusted to bring side rails into proper alignment.

**4 REAR SIDE RAIL HINGE**  
Stop screw provides adjustment of side rails to fit quarter window.

**5 VERTICAL PROP LINK**  
Can be adjusted up or down to obtain proper leveling and centering of the top.

**POWER LINK**  
Can be adjusted toward front or rear to control forward travel of the top.



occasionally to remove dust and road dirt. An art gum eraser will help in the removal of certain spots and stains. The top material can be washed with a sponge or brush. Use lukewarm water and mild soap suds.

The rear window on most convertibles is manufactured from a flexible plastic material to assure maximum visibility and satisfactory service, therefore special attention should be given to cleaning and storage.

When it becomes necessary to clean the rear window, the following procedure is recommended:

1.—Rinse the surface of the rear window with a cold water spray to remove any particles of grit or soil.

2.—Lather the surface with mild-soap suds with the palm of the hand. Rinse thoroughly to remove all traces of soap, then allow to air-dry.

The use of towels, sponge or chamois to apply the soap or to dry the surface should be avoided to prevent the plastic from becoming scratched.

If after being washed as described, the window is not thoroughly cleaned, a solution of 40% rubbing alcohol and 60% clear water should be used. Again with the palm of the hand, rub the surface of the material in a circular motion along with a generous portion of the solution. Allow window to dry thoroughly.

These plastic rear windows are held in place by a zipper and many



## July: Servicing the Fins

You haven't seen the last of the fins. Meanwhile, it is important to know how to straighten and replace a damaged one. This will be explained in detail in July.

have been damaged because proper instructions were not given as to what must be done when lowering the top. All instructions state that the plastic window should be "un-zipped" before the top is lowered.

Convertible owners like fresh air and wide open spaces, but when they want cover, it should be there, and there is plus business in supplying it.

## "Seeing" Horn Warning Introduced by Ford

A SAFETY device to let drivers "see" the warning horn blast of a car approaching from the rear has been developed by Ford Motor Co.

Simple and compact, the warning signal consists of three parts—a tiny microphone just above the rear bumper, a midget-sized amplifier and a button-type warning light inside the car.

The microphone picks up only horn signals, being encased in a tube that resonates only at the sound-wave frequencies of horns. The instrument light flashes on and off only when a horn of a vehicle blows.

The device is said to be valuable to drivers traveling with car windows closed or with radio playing, and will also aid older motorists who are hard of hearing. Under development for two years, it is reported to be trouble-free and durable, lasting as long as car horns.

## Chrysler Picks Atlanta For Training Center

CONSTRUCTION of the first of four additional Chrysler Corp. training centers is expected to begin in Atlanta, Ga., within the next 30 days, with completion scheduled for next February, company officials said.

The two-story, air-conditioned building, to contain around 54,000 square feet of space, will be approximately 312' long and 102' wide. Ground floor plans call for a 375-seat auditorium, a cafeteria,

sales classrooms, technical training room and a building manager's office.

The auditorium will be a split-level area which can be divided into two rooms by means of a folding partition. Size and facilities of the training rooms and the auditorium stage will accommodate passenger cars and trucks.

The technical training rooms will be equipped with hydraulic lifts, electrical testing equipment, wheel balancers, dynamometers, wheel alignment gauges and all necessary equipment required in the training of dealer service personnel. Folding doors in each room will make it possible to hold six separate classes simultaneously in the building, situated on Atlanta's south side.

Area, zone and regional offices of the company's group marketing organization will be housed on the second floor.

When in full operation, the new training center will be able to train an estimated 4,000 dealer sales personnel and 1,600 dealer service personnel annually.

## Chevrolet Pushes Work On Aluminum Blocks

EXPERIMENTAL work on aluminum cylinder blocks is being conducted by Chevrolet, according to Chief Engineer H. F. Barr, who admitted, however, that economic factors may be a deterrent to wide use in volume production.

"We know the use of aluminum blocks will save 75 pounds of weight per engine," he said. "When a practical aluminum block is developed, we can look for a new specific output of one horsepower per pound engine weight."

Barr pointed out that the best weight-to-horsepower ratio in current Chevrolet production models is 2.06 pounds per horsepower, although a ratio of 1.5 pounds was achieved in the experimental Corvette Super Sport model.

Speculating on the car of the future, Barr said it will have a higher compression powerplant efficient to operate and economical to build. The car will contain more aluminum and magnesium and have a low weight compatible with use of plentiful materials at low cost.

The light metal trend is emphasized in the experimental Corvette Super Sport, he said. It features magnesium body panels, oil pan and wheels, aluminum cylinder heads, clutch housing, water pump and radiator core, and a lightweight tubular truss frame of chrome molybdenum steel.

"Call it sort of a mechanic's lien. Pay your bill and I'll remove my hand"



# 1957 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	ENGINE						FLUID CAPACITIES							WHEEL ALIGNMENT		
	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Qu.)	Transmission (Std.) (Pis.)	Transmission (Au.) (Pis.)	Rear Axle (Pis.)	Fuel Tank (Gals.)	Cooling System (No. Pumps) (Qu.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)
BUICK Special 40.....	122	V8I	4.125 x 3.4	54.45	250@4400	364	9.5-1	5	2.5	22	6	20	16.5	1 to 1/4	+1/4	1/8 to 1/4
BUICK Century 60.....	122	V8I	4.125 x 3.4	54.45	300@4600	364	10-1	5	N	22	6	20	16.5	1 to 1/4	+1/4	1/8 to 1/4
BUICK Super 80 and Roadmaster 70.....	127 1/2	V8I	4.125 x 3.4	54.45	300@4600	364	10-1	5	N	22	6	20	16.5	1 to 1/4	+1/4	1/8 to 1/4
CADILLAC Sedan, Sedan DeVille, Coupe, Coupe DeVille, Coupe Conv., Eldorado Conv. and Coupe.....	129 1/2	V8I	4 x 3.625	51.2	300@4800	365	10-1	5	N	11	5	20	19.5	-1/4 to +1/4	±1/4	1/8 to 1/8
CADILLAC Eldorado Sedan.....	133	V8I	4 x 3.625	51.2	300@4800	365	10-1	5	N	11	5	20	19.5	-1/4 to +1/4	±1/4	1/8 to 1/8
CADILLAC Sedan Imp.....	149 1/4	V8I	4 x 3.625	51.2	300@4800	365	10-1	5	N	11	5	20	19.5	-1/4 to +1/4	±1/4	1/8 to 1/8
CHEVROLET One-Fifty, Two-Ten and Bel Air.....	115	V8I	3.75 x 3	45	A	283	9-1	J	2	22	4	16	16	+1/2 to 1 1/2	0 to 1	1/8 to 1/8
CHEVROLET Corvette.....	102	V8I	3.875 x 3	48	230@4500	283	9.5-1	5	2	22	4	16	16	0 to 1	0 to 1	1/8 to 1/8
CHRYSLER Windsor.....	126	V8I	3.94 x 3.03	40.7	295@4600	354	9.25-1	5	2.75	18	3.5	23	21	B	C	1/4 to 1/4
CHRYSLER Saratoga.....	126	V8I	4 x 3.90	49.7	295@4600	354	9.25-1	5	2.75	18	3.5	23	21	+1/4 to +1/4	C	1/4 to 1/4
CHRYSLER New Yorker.....	126	V8I	4 x 3.90	51.2	295@4600	392	9.25-1	5	2.75	21	3.5	23	24	+1/4 to +1/4	C	1/4 to 1/4
CHRYSLER 300C.....	126	V8I	4 x 3.90	51.2	275@5200	392	9.25-1	5	2.75	21	3.5	23	24	+1/4 to +1/4	C	1/4 to 1/4
CHRYSLER Imp. Crown and LeBaron.....	129	V8I	4 x 3.90	51.2	325@4600	392	9.25-1	5	N	21	3.5	23	24	B	C	1/4 to 1/4
CONTINENTAL.....	126	V8I	4 x 3.66	51.2	NA	368	10-1	5	N	22.6	4	25	23	1/4 to 1 1/4	0 to 1 1/4	1/8 to 1/8
DeSOTO Firewasp.....	122	V8I	3.69 x 3.80	42.2	245@4400	325	8.5-1	5	2.75	D	3.5	20	20	B	E	1/4 to 1/4
DeSOTO Firedome.....	126	V8I	3.78 x 3.80	45.7	270@4600	341	9.25-1	5	2.75	D	3.5	23	20	B	E	1/4 to 1/4
DeSOTO Firefly.....	126	V8I	3.78 x 3.80	45.7	295@4600	341	9.25-1	5	N	D	3.5	23	20	B	E	1/4 to 1/4
DODGE Coronet 8.....	122	V8I	3.25 x 4.63	25.4	138@4000	230	8-1	5	2.75	20	3.25	20	13	B	C	1/4 to 1/4
DODGE Coronet 6.....	122	V8I	3.69 x 3.80	43.3	245@4400	325	8.5-1	5	2.75	F	3.5	20	20	B	C	1/4 to 1/4
DODGE Royal and Custom Royal.....	122	V8I	3.69 x 3.80	43.3	260@4400	325	8.5-1	5	2.75	F	3.5	20	20	B	C	1/4 to 1/4
FORD 8 Custom and Custom 300.....	116	6I	3.62 x 3.60	31.54	144	223	8.6-1	4	3.25	21.5	4.5	20	15	1/4 to 1 1/4	G	1/8 to 1/8
FORD 8 Fairlane and Fairlane 500.....	118	6I	3.62 x 3.60	31.54	144	223	8.6-1	4	3.25	21.5	4.5	20	15	1/4 to 1 1/4	G	1/8 to 1/8
FORD 8 Custom and Custom 300.....	116	V8I	3.75 x 3.30	42.5	190	272	8.6-1	5	3.25	21.5	4.5	20	19	1/4 to 1 1/4	G	1/8 to 1/8
FORD 8 Fairlane and Fairlane 500.....	118	V8I	3.75 x 3.30	45	245	290	8.6-1	5	3.25	21.5	4.5	20	19	1/4 to 1 1/4	G	1/8 to 1/8
FORD Thunderbird.....	102	V8I	3.75 x 3.30	45	312	292	9.1-1	5	3.25	21.5	3.6	20	20	1/4 to 1 1/4	H	1/8 to 1/8
FORD Thunderbird Special.....	102	V8I	3.80 x 3.44	46.21	245	312	9.7-1	5	3.25	21.5	3.8	20	20	1/4 to 1 1/4	H	1/8 to 1/8
HUDSON Hornet.....	121 1/4	V8I	4 x 3 1/4	51.2	255@4700	327	9-1	5	4	23	4	20	19	0 to 1/4	±1/4	1/8 to 1/8
LINCOLN Capri and Premiere.....	126	V8I	4 x 3.66	51.2	300@4600	368	10.1-1	5	N	22 1/2	4	20	23	0 to 1/4	0 to 1/4	1/8 to 1/8
MERCURY Monterey and Montclair Std. Mercury Monterey and Montclair Spec.....	122	V8I	3.90 x 3.44	46.21	255	312	9.7-1	5	3.25	21	5	20	20	0 to 1 1/4	0 to 1/4	1/8 to 1/8
NASH Ambassador.....	121 1/4	V8I	4 x 3 1/4	51.2	255@4700	327	9-1	5	4	23	4	20	19	0 to 1/4	±1/4	1/8 to 1/8
NASH-HUDSON Metropolitan.....	85	4I	2 1/4 x 3 1/2	13.22	52@4500	90.89	7.2-1	4	5.5	N	2	10.5	7	2 to 3	1/2 to 1 1/2	1/8 to 1/8
OLDSMOBILE 88 and Super 88.....	125	V8I	4 x 3 1/4	51	277@4400	370.71	9.25-1	5	2.5	22	5 1/4	20	20	0 to 3/4	-1/4 to +1/4	1/8 to 1/8
OLDSMOBILE 98.....	126	V8I	4 x 3 1/4	51	277@4400	370.71	9.25-1	5	2.5	22	5 1/4	20	20	0 to 3/4	-1/4 to +1/4	1/8 to 1/8
PACKARD Town Sedan.....	120 1/2	V8I	3 3/8 x 3 3/8	40.6	275@4800	289	7.5-1	5	N	19	3	18	17	-1 to -2 1/2	0 to ±1	1/8 to 1/8
PACKARD Country Sedan.....	116 1/2	V8I	3 3/8 x 3 3/8	40.6	275@4800	289	7.5-1	5	N	19	3	18	17	-1 to -2 1/2	0 to ±1	1/8 to 1/8
PLYMOUTH Plaza, Savoy and Belvedere 8.....	118	6L	3.25 x 4.63	25.4	132@3600	230	8-1	5	2.75	20	3 1/4	20	13	0 to ±1/4	K	1/8
PLYMOUTH Plaza 8.....	118	V8I	3.75 x 3.13	45	197@4400	277	8.5-1	5	2.75	20	3 1/4	20	13	0 to ±1/4	K	1/8
PLYMOUTH Savoy and Belvedere 8.....	118	V8I	3.91 x 3.13	49.9	215@4400	301	8.5-1	5	2.75	20	3 1/4	20	13	0 to ±1/4	K	1/8
PLYMOUTH Fury.....	115	V8I	3.91 x 3.31	49	290@5400	318	9.25-1	5	2.75	20	3 1/4	17	20	-2 to 0	1/4 to ±3/4	1/8
PONTIAC Chieftain.....	122	V8I	3.94 x 3.56	49.6	227@4600	347	9.5-1	5	2.5	18.4	5	20	21.7	1 to ±1/2	±1/2	0 to 1/8
PONTIAC Super Chief.....	122	V8I	3.94 x 3.56	49.6	252	347	9.5-1	5	2.5	18.4	5	20	21.7	1 to ±1/2	±1/2	0 to 1/8
PONTIAC Star Chief.....	124	V8I	3.94 x 3.56	49.6	252	347	9.5-1	5	2.5	18.4	5	20	21.7	1 to ±1/2	±1/2	0 to 1/8
RAMBLER 8.....	108	6I	3 1/4 x 4 1/4	23.44	125@4200	195.6	8.25-1	4	2.25	17	3	20	10	0 to 1/4	±1/4	1/8
RAMBLER 8.....	108	V8I	3 1/4 x 3 1/4	23.44	190@4900	250	8-1	5	4	23	4	20	20	0 to 1/4	±1/4	1/8
STUDEBAKER Golden Hawk.....	120 1/2	V8I	3 1/2 x 3 1/2	40.6	275@4500	289	7.5-1	5	2.7	18	3	18	17	-1 to -2 1/2	0 to ±1	1/8 to 1/8
STUDEBAKER President.....	114 1/2	V8I	3 1/2 x 3 1/2	40.6	210@4400	289	8.2-1	5	2.4	18	3	18	17	-1 to -2 1/2	0 to ±1	1/8 to 1/8
STUDEBAKER Classic.....	120	V8I	3 1/2 x 3 1/2	40.6	210@4500	289	8.3-1	5	2.4	18	3	18	17	-1 to -2 1/2	0 to ±1	1/8 to 1/8
STUDEBAKER Silver Hawk.....	120	V8I	3 1/2 x 3 1/2	40.6	225@4500	289	8.3-1	5	2.4	18	3	18	17	-1 to -2 1/2	0 to ±1	1/8 to 1/8
STUDEBAKER Broadmoor.....	116 1/4	V8I	3 1/2 x 3 1/2	40.6	226@4500	289	8.4-1	5	2.4	18	3	18	17	-1 to -2 1/2	0 to ±1	1/8 to 1/8
STUDEBAKER Commander Provincial and Parkview.....	116 1/4	V8I	3 1/2 x 3 1/2	40.6	180@4500	259.2	8.2-1	5	2.4	18	3	18	17	-1 to -2 1/2	0 to ±1	1/8 to 1/8
STUDEBAKER Champion and Polara.....	116 1/4	6L	3 x 4 1/4	21.6	101@4000	185.6	7.8-1	5	1.6	18	2.2	18	11	-1 to -2 1/2	0 to ±1	1/8 to 1/8
STUDEBAKER Silver Hawk.....	120 1/2	6L	3 x 4 1/4	21.6	101@4000	185.6	7.9-1	5	1.6	18	2.5	18	11	-1 to -2 1/2	0 to ±1	1/8 to 1/8

## ABBREVIATIONS

L—2" manual steering, 0" power steering.

L—Left +1/2" and right 0" preferred.

L—With supercharger.

A—Ranges from 140 for 6 to 283 optional in V8.

B—Manual steering —1/4" ± 1/4", power steering +1/4" ± 1/4".

C—Left +1/4", right 0".

D—Powerflite 20, Torqueflite 17.

E—Left +1/4", right 0".

F—Powerflite 20, Torqueflite 18.

G—0" to 1" 8".

H—0" 8" to 1" 8".

I—Valve-in-head.

J—If power steering, 1/2" to 1".

J—V-8 4 quarts, 6-cylinder engines 5 quarts.

K—Right 1/4", left 0".

L—L-head.

N—None.

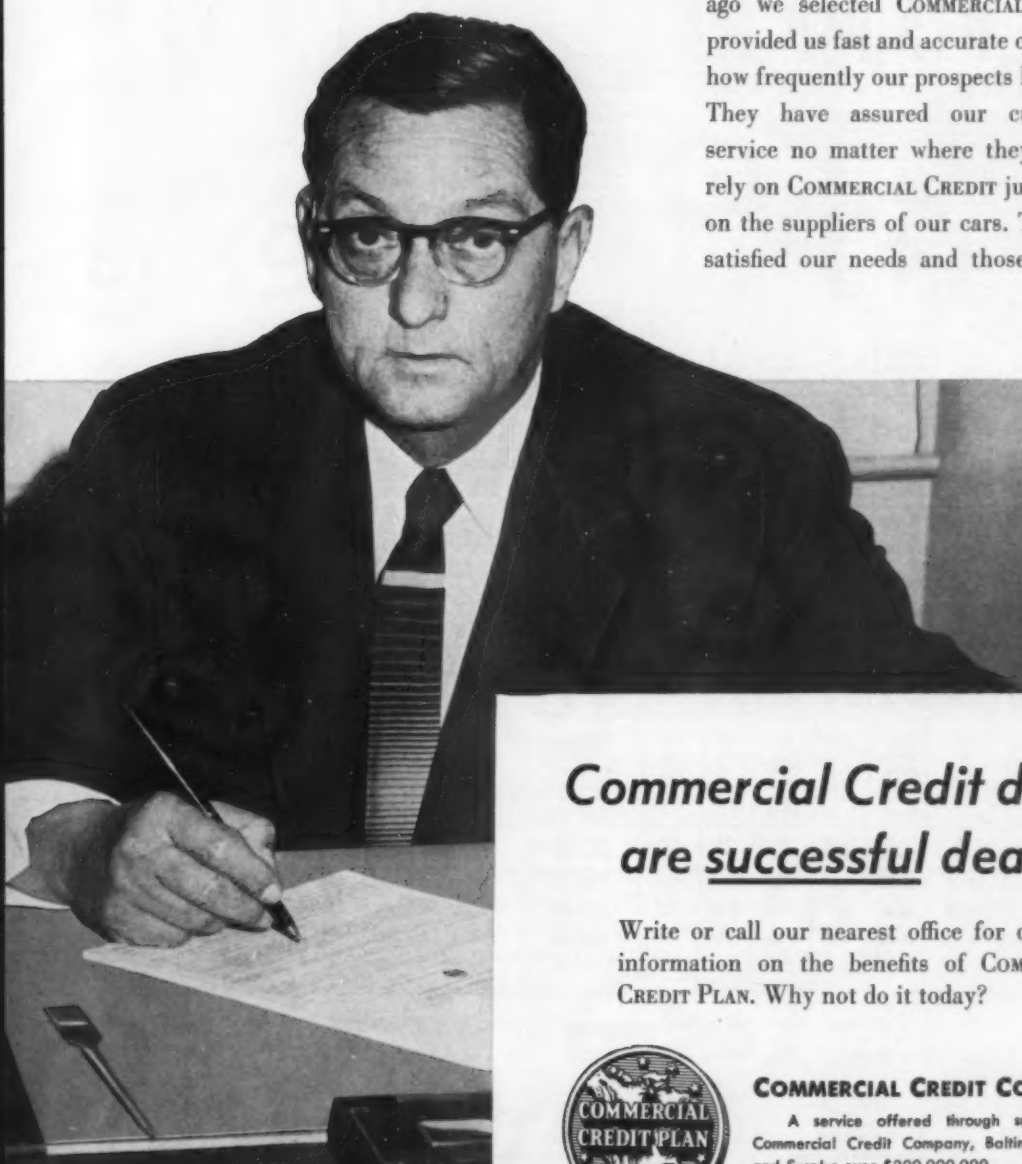
NA—Not announced.

P—If power steering, 1/2" to 1".

# "...completely satisfied our needs and those of our customers"

says **MR. KARL WISELOGEL**, president  
W & W Motors, Inc., Lincoln-Mercury  
dealer of Panama City, Fla.

"With an Air Base and Naval Laboratory nearby our business is largely with service personnel. We must have a national financing organization. Ten years ago we selected **COMMERCIAL CREDIT**. They have provided us fast and accurate credit action no matter how frequently our prospects have changed address. They have assured our customers convenient service no matter where they are reassigned. We rely on **COMMERCIAL CREDIT** just as much as we rely on the suppliers of our cars. They have completely satisfied our needs and those of our customers."



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# 1957 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bal.	FUEL SYSTEM			VALVES		
	Breaker Gap (.0)	Cam Angle (degrees)	Contact Arm Spring Tension (ozs.)	Ignition Timing	Spark Plug Gap (.0)	Timing Mark Location	Spark Advance Max. Center.	Spark Advance Max. Vac.		Cap. & Ter. Grd.	Carb. Mfg.	Fuel Pressure (lbs.)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)	Intake Valve Opens b or a/c
BUICK Special 40.....	12½-17½	30	19-23	5°b/c	30-35	VD	12-14@1875	9-10½@14"	N70	Ca St	6½	Au	Au	25°b/c	
BUICK Century 80, Super 80 and Roadmaster 70.....	12½-17½	30	19-23	5°b/c	30-35	VD	12-14@1875	9-10½@14"	N70	Ca RP	6½	Au	Au	34°b/c	
CADILLAC.....	16	31	19-23	5°b/c	35	VD	22@4140	13½@15½"	N70	Ca RP	5½-6½	Au	Au	36°b/c	
CHEVROLET One-Fifty.....	16-21	28-32	19-23	4°b/c	33-38	VD	18@1000	11 @12½"	N53	RP	4½-5½	Au	Au*	18°b/c	
CHEVROLET Two-Ten.....	16-21	28-32	19-23	4°b/c	33-38	VD	18@1000	11 @12½"	N53	RP	4½-5½	Au*	Au*	18°b/c	
CHEVROLET Bel Air.....	16-21	28-32	19-23	4°b/c	33-38	VD	18@1000	11 @12½"	N53	RP	4½-5½	Au*	Au*	18°b/c	
CHEVROLET Corvette.....	18	29	19-23	4°b/c	33-38	VD	20@1850	None	N53	Ca RP	4½-5½	Au*	Au*	12½°b/c	
CHRYSLER Windsor.....	15-18	29-32	17-20	6°b/c	35	VD	12-14@2050	9½@16"	N60	BB	6-7	Au	Au	13°b/c	
CHRYSLER Saratoga.....	15-18	29-32	17-20	6°b/c	35	VD	12-14@2050	9½@16"	N60	Ca	6-7	Au	Au	13°b/c	
CHRYSLER New Yorker.....	15-18	29-32	17-20	6°b/c	35	VD	9-11@2250	10-12@18"	N70	Ca	6-7	Au	Au	15°b/c	
CHRYSLER 300.....	15-18	29-32	17-20	6°b/c	35	VD	9-11@2250	10-12@18"	N70	Ca	6-7	15	24	35°b/c	
CHRYSLER Imp. Crown and LeBaron.....	15-18	29-32	17-20	6°b/c	35	VD	9-11@2250	10-12@18"	N70	Ca	6-7	Au	Au	15°b/c	
CONTINENTAL.....	14-16	26-28½	17-20	5°b/c	32-36	VD	14@2000	9 @13"	N65	Ca	4½-5½	Au	Au	18°b/c	
DeSOTO Firewasp.....	17	29-32	17-20	6°b/c	35	VD	7½-9½@1700	8½-10½@18"	N50	St	6-7	Au	Au	10°b/c	
DeSOTO Fire dome.....	17	29-32	17-20	6°b/c	35	VD	9-11@1700	14-16@18"	N60	BB	6-7	Au	Au	15°b/c	
DeSOTO Firefly.....	17	29-32	17-20	6°b/c	35	VD	8-10@2300	14-16@18"	N60	Ca	6-7	Au	Au	15°b/c	
DODGE Coronet 8.....	17	39	17-20	6°b/c	35	VD	7½-9½@1800	8½-10½@18"	N50	St	6-7	10	14	12°b/c	
DODGE Coronet 8 and Royal.....	17	39	17-20	6°b/c	35	CaP	7½-9½@1700	12-14@18"	N53	St	6-7	Au	Au	12°b/c	
DODGE Custom Royal.....	17	39	17-20	6°b/c	35	CaP	7-9@850	12-14@18"	N53	Ca	6-7	Au	Au	12°b/c	
FORD 8 Custom and Fairlane.....	24-26	35-38	17-20	4°b/c	32-36	VD	None	12-13½@4½"	N55	Ho	4-5	19	19	17°b/c	
FORD Thunderbird and Special.....	14-16	26-28½	17-20	3°b/c	32-36	VD	35@4000	22@18"	N55	Ford	4-5	19	19	18°b/c	
FORD 8 Custom and Fairlane.....	24-28	35-38	17-20	4°b/c	32-36	VD	35@4000	22@18"	N55	Ho	4-5	19	19	18°b/c	
HUDSON Hornet.....	16	26-33	19-23	5°b/c	35	VD	19@1900	11@14"	N60	Ca	4-5½	Au	Au	12½°b/c	
LINCOLN Capri and Premiere.....	14-16	26-28½	17-20	5°b/c	32-36	VD	27@4000	11@16"	N70	Ca	4½-5½	Au	Au	18°b/c	
MERCURY Monterey & Montclair (std.).....	14-16	26-28½	17-20	3°b/c	32-36	VD	25½@4000	24@15"	N55	Ca-Ho	4-5	10	10	18°b/c	
MERCURY Monterey & Montclair (spec.).....	14-16	26-28½	17-20	3°b/c	32-36	VD	25½@4000	24@15"	N55	Ca	4½-5½	Au	Au	18°b/c	
NASH Ambassador.....	16	26-33	19-23	5°b/c	35	VD	19@1900	11@14"	N60	Ca	4-5½	Au	Au	12½°b/c	
NASH-HUDSON Metropolitan.....	12-16	30	20-24	11°b/c	23-25	CaP	7@1700	12@18"	P81	Z	1½-2½	15	15	8°b/c	
OLDSMOBILE 86 and 98.....	16	26-33	19-23	5°b/c	30	CaP	26@4400	22@17"	N70	RP	5-8	Au	Au	13½°b/c	
PACKARD Town Sedan and Country Sedan.....	13-18	26-34	19-23	4°b/c	33-38	VD	12@1125	8@12"	N50	St	6-7	23-25	23-25	11°b/c	
PLYMOUTH Plaza, Savoy and Belvedere 8.....	20	39	17-20	4°b/c	35	VD	9½@1800	10½@16"	N50	BB	4-6	10	10	12°b/c	
PLYMOUTH Plaza P31.....	17	29-32	17-20	4°b/c	35	CaP	16@2150	13½@15"	N50	BB-St	6-7	8	18	8°b/c	
PLYMOUTH Savoy and Belvedere 8.....	17	29-32	17-20	8°b/c	35	CaP	10½@2200	14@18"	N50	BB-St	6-7	8	18	8°b/c	
PLYMOUTH Fury.....	17	36-39	17-20	4°b/c	35	VD	9@1000	11½@18"	N50	Ca	6-7	10	18	17°b/c	
PONTIAC.....	16	26-32	19-23	6°b/c	33-38	VD	13@2100	11@15"	N60	RP	4-5	Au	Au	22°b/c	
RAMBLER 8.....	18	26-35	19-23	4°b/c	35	VD	14@1000	8@10½"	N45	Ca	4-5½	12	16	12½°b/c	
RAMBLER 8.....	18	26-33	19-23	5°b/c	35	VD	20@1700	12@18"	N50	Ca	4-5½	12	14	12½°b/c	
STUDEBAKER Golden Hawk.....	13-18	26-34	19-23	4°b/c	33-38	VD	12@1125	8@11"	N50	St	6-7	25	25	11°b/c	
STUDEBAKER President, Classic, Silver Hawk and Broadmoor.....	13-18	26-34	19-23	4°b/c	33-38	VD	12@1125	8@11"	N50	Ca-St	3½-5½	25	25	11°b/c	
STUDEBAKER Commander, Parkview and Provincial.....	13-18	26-34	19-23	4°b/c	33-38	VD	12@1100	8@11"	N50	St	3½-5½	25	25	11°b/c	
STUDEBAKER Champion, Silver Hawk 8 and Pelham.....	20	32-40	17-20	2°b/c	28-33	VD	7@1400	9@12"	N50	Ca	3½-5½	16	16	15°b/c	

## ABBREVIATIONS

a—Mechanical tappets: Int. .012, Exh. .018  
 Au—Automatic.  
 b—Au. trans. 5°b/c  
 d—Optional camshaft (used with mechanical tappets), 35°b/c.

BB—Bal. and Bal.  
 b/c—Before top center.  
 Ca—Carter.  
 CaP—Crankshaft pulley.  
 Ho—Holley.

N—Negative.  
 NA—Not announced.  
 P—Positive.  
 RP—Rochester Products.

St—Stromberg.  
 b/c—Top dead center.  
 VD—Vibration damper.  
 Z—Zenith, Ltd.





New Series "1250" Hypressure Jenny

## Hypressure JENNY Steam Cleaner SAVES \$10,692 A YEAR CLEANING USED CARS for Kenny Ross Chevrolet, Inc.



Mr. Jerry Driscoll  
Used Car Manager,  
Kenny Ross  
Chevrolet, Inc.,  
Pittsburgh, Pa.

Kenny Ross Chevrolet, Inc., operates one of the largest volume auto service departments in Pennsylvania. They Hypressure JENNY

steam clean an average of 2,700 used cars a year. Cleaning with JENNY takes only 20 minutes per car compared with 1½ hours by hand methods.

JENNY not only saves this modern used car department cleaning time, but speeds repairs and reconditioning work which mechanics can do much faster unhampered by grease and muck. Prospects too, are

impressed by the cleanliness of motors and chassis, an important factor in the resale value of used cars.

Why don't you look into the advantages of Hypressure JENNY steam cleaning in your operation? It may mean adding thousands of dollars a year to your net profits.

For full particulars, without obligation, write, or mail the coupon below.

MAIL THIS COUPON TODAY →

**HYPRESSURE**  
**STEAM** *Jenny* **CLEANER**

Please send full information on

☐ Hypressure Jenny ☐ Trade In Allowance ☐ Jobber Time Payment Plan

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_

... division of HOMESTEAD VALVE MANUFACTURING COMPANY

P.O. BOX 99

"Serving Since 1892"

CORAOPOLIS, PA.

# Readers are invited to contribute to—SHOP TALK—

## ENGRAVING WHIPS THIEF

A recent issue of the Texas Automotive Dealers Association bulletin had this to say toward a solution of the rapidly mounting problem of stolen hub caps and fender skirts:

"The main means of stopping this thievery and the consequent raise in insurance rates seems to be through the engraving of the owner's name, or some identifying number, on the accessories.

"As the case in point, Corpus Christi police, who say that 152



A column of informal comments about the automotive trade and its problems.



## Their safety depends on you!

More horsepower under the hood makes it more important than ever that your customers be able to stop suddenly and safely. That's why many state laws already demand the use of heavy duty brake fluids. And Puritan Super 60 meets or exceeds these and all other vital SAE specifications:

**Highest Heat Resistance**—safety margin of up to 400° F.

**Highest Rust Resistance**—fortified with chemical inhibitors.

**Resistance to Thickening and Thinning**—at both high and low temperatures.

**Chemically Stable**—won't break down. Always gives safe, sure stops.

**Compatibility**—readily mixes with other brake fluids.

**Make sure you're safe**—that your customers are safe! Make sure they use Puritan Super 60 Heavy Duty Brake Fluid.

As advertised in *Progressive Farmer*.



**OLIN MATHIESON CHEMICAL CORPORATION**

Automotive Products Department • Baltimore 3, Md.

hub cap thefts have been reported to them, are pushing a plan for engraving hub caps and fender skirts. They say the plan has been effective in reducing the number of thefts in cities where it has been put into effect.

"An engraving tool can be bought for less than \$10. Any dealer can have his service department do the engraving in just a few minutes on any customer's car, either at no charge as a goodwill gesture or for a nominal fee.

"An identifiable set of hub caps or fender skirts cannot be easily 'hocked.' The theft rate could be materially reduced if it were commonly known that these accessories could be easily identified. More important, the car owner would be saving money, since he is paying, through increased comprehensive rates, for someone else's hub caps even if his own are never stolen."

## "NEW" CHAIN LETTER

Some of our friends are wishing each other luck these days by way of the following chain letter:

"Trust in the Lord with all thy heart. In all thy ways acknowledge Him and He will direct thy path."

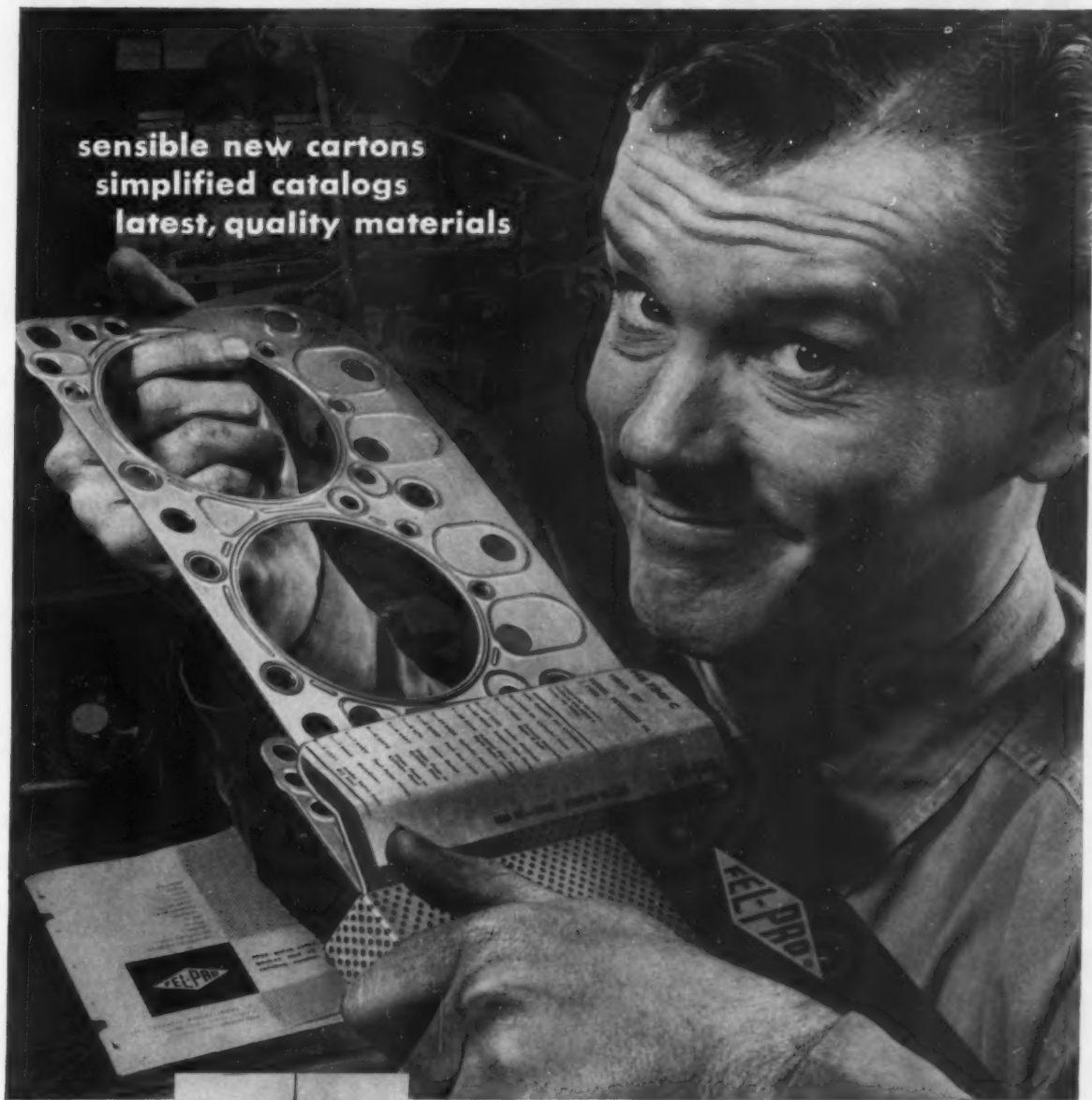
"This prayer has been sent to you for your good luck. It has been

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.

# FEL-PRO GASKETS

**UP-TO-DATE where it counts!**

sensible new cartons  
simplified catalogs  
latest, quality materials



at your  
Jobber's,  
look for this  
**DIAMOND**  
of QUALITY



To keep your service up-to-date, you must have replacement parts that are up-to-date—and that goes for gaskets. Because gaskets tend to be taken for granted with a "they're all alike" attitude, we strive to make the Fel-Pro Gasket line *different...better...up-to-date* where it counts. New cartons, labeled for quick identification, squared off to stack neatly. Simplified catalogs, mechanic-designed to cut looking-up time. And, gaskets that fit better, seal better, because they use the latest mechanical and chemical developments. Why not start now to keep your gasketing up-to-date? See your Fel-Pro Jobber.

Felt Products Mfg. Co., 1548 Carroll Avenue, Chicago, Illinois.

around the world four times. The one who broke it had bad luck. The original came from the Netherlands. The luck of it has been sent to you. You are to have good luck after receiving it. This is no joke, you will receive it by mail.

"Please copy this and see what happens four days after you receive it. Don't send money and please do not keep this copy. Just send this copy and four others to someone you wish to have good luck. It must leave your hands 24

hours after you receive it.

"This good luck has been around the world four times by United States officers. Gen. Atkins received \$17,000 three days after receiving it. Gen. Patton received \$8,000 but lost it because he broke the chain.

"Please copy this and see what happens four days after you received it. Again, please do not send money and do not keep this copy.

"Insert your name at the bottom of the list and remove the top name."

## PLYMOUTH LOCKS

El Reno, Okla.

Gentlemen:

In your journal for February 1957, you had a Plymouth door lock cylinder service and this must apply to the '56 or '57 models.

I have a '55 model four-door Plaza six-cylinder and the shut face on the door does not have the number of mounting screws shown—there are only three screwheads.

I wrote to the company, but they don't seem to put out any information on this lock.

The left lock works perfectly but the right one has to be locked from inside and unlocked the same way. Any information will be appreciated.

J. C. GEBBART,  
807 S. Rock Island

Glad to furnish you illustrations from the Plymouth Service Manual covering your car.

## A FISH-LESS LAKE

The granddaughter of the president of the Automotive Wholesalers' Association of Louisiana has a quick gift of gab which may prove she's a good prospective employee for this industry.

Said Ira C. Dimmick of Dimmick Supply Co., Lake Charles:

"My three-year-old granddaughter phoned our house the other day and asked for her mother. When I told her her mother wasn't there, she continued the conversation by saying that it was raining hard out at her house and the street was a regular lake.

"I asked her if there were any fish in the lake.

"She replied, 'No, it isn't that kind of a lake!'"

## CRACKED-HEAD MOTHER

Guess everyone likes to tell what the youngster said at one time or another.

Add to the latest this one which Mrs. Libby Beard of the staff of the North Carolina Automobile Dealers Association related to friends:

As she was leaning to tuck her six-year-old in bed, a perplexed frown came over the child's face. "What's the matter?" the child was asked.

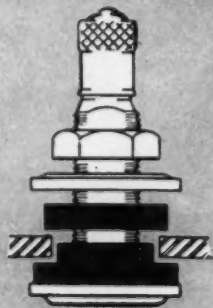
"Mother, your head's cracked."

Mrs. Beard is watching her forehead a little closer these days to make certain no creases appear on her brow.

# ACME QUICK-MOUNT TUBELESS TIRE VALVES

100% Coverage  
All Models  
All Years!

Mount  
Quickly and  
Easily



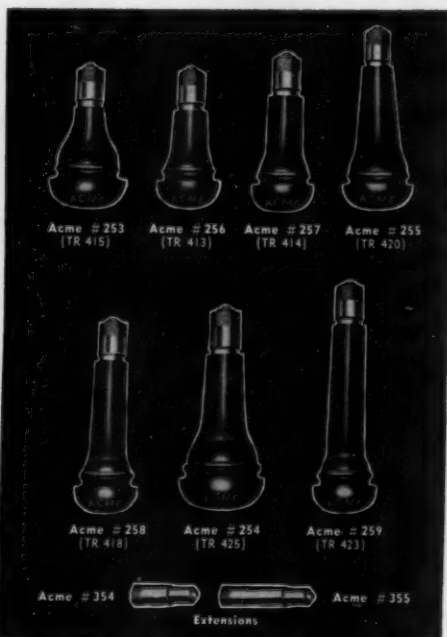
**ACME**  
for Accuracy

SINCE 1915

Complete Interchange Chart available upon request

**ACME AIR APPLIANCE CO., INC.**

100-120 HINSDALE STREET - BROOKLYN 7, N. Y.



## NEWS ABOUT TUBELESS TIRE VALVES

Seven brand new Snap-in rubber covered Tubeless Tire Valves for all passenger cars including the new 14" and 15" rims.

Two new extensions for access to the valve to facilitate air service.

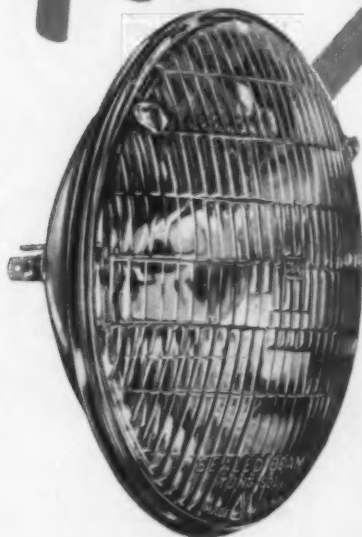
Universal Tubeless Tire metal Valves—Acme No. 251 for all 15" tires and Acme No. 260 for all 14" tires.

Remember . . . Tubeless tires no longer are supplied free with valves. Use ACME Valves for 100% protection.



# FOR TOP PROFITS IN LAMPS

# Push TUNG-SOL



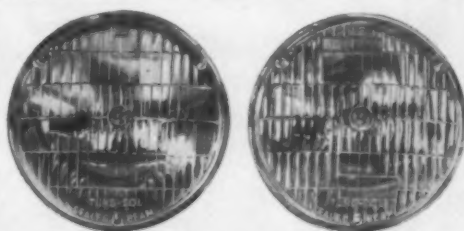
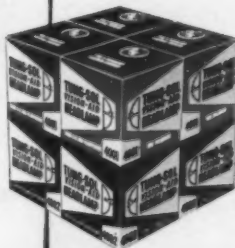
Standard 7-inch type:  
5040-S (6-volt) and 5400-S (12-volt).

#### Special For Your Fleet Accounts

Ruggedized 5440-S has exclusive design features to meet toughest service conditions. It will get you a lot of fleet business. (Also, special miniature types designed for truck and bus use.)

#### VISION-AID HEADLAMPS

Fully up to every design specification for modern driving conditions.



#### NEW! FOR 4-HEADLIGHT CARS

The 5 3/4-inch, 4001 and 4002 12-volt lamps. 4001 has single high beam filament. 4002 has double (high and low beam) filament.

**Special Introductory Package For 4-Headlight Car Service.** Low-cost introductory package contains four each 4001 and 4002 5 3/4-inch Vision-Aid Headlamps. Just what you need to take care of immediate service requirements.

#### FLASHERS

Almost universally used for original equipment. Every dealer should stock Tung-Sol Flashers to make lighting service complete. No. P229D Universal Flasher replaces nearly every specially mounted 6-volt flasher. No. 6 assortment will take care of 85% of all your replacement requirements.



#### CHECK THOSE LIGHTS!

Inspection reports show faulty lighting is on the increase! Urge your customers to have their lights checked. Make light inspection part of your Spring and Fall service specials.



#### MINIATURE LAMPS

Packaged for your convenience to boost on-the-spot sales. Both 6-volt (No. 100) and 12-volt (No. 70) assortments. Sturdy plastic cabinets keep stock orderly and last and last for other handy uses.

**TUNG-SOL®**

VISION-AID HEADLAMPS • MINIATURE LAMPS • SIGNAL FLASHERS

**TUNG-SOL ELECTRIC INC., Newark 4, N. J.**

Dear Bill,

Right you are, our vacation service requests are picking up daily. In most cases our spring-service specials got the cold-weather kinks out of most of our regulars' rolling-stock, but we always check the records to see if they'd overlooked us or if we had any recommendations for further work that wasn't acted on. Any car trouble on a vacation trip, and the hometown mechanic really catches it.

As we discussed last year, a careful foot on the throttle of any



# NEVER BEFORE

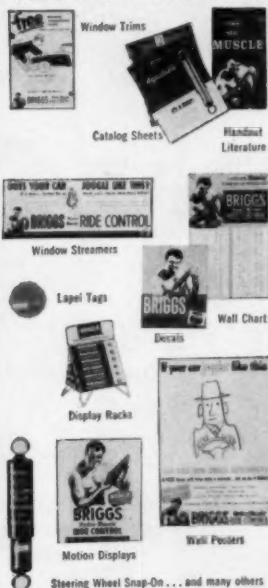


So many  
Sales aids  
to help you sell  
more **SHOCK  
ABSORBERS**

More window streamers...more window trims...more wall posters...more hand-out literature...yes, MORE of every kind of sales aid than you've ever been offered before. That's the big BRIGGS shock program for 1957. It's your opportunity to sell more shocks...make more profits than ever before. Don't miss it. Ask your jobber today.

**The Briggs Shock Absorber Company**  
1148 Euclid Avenue • Cleveland 15, Ohio

ALL these and more



FOR BIGGER PROFITS...BIGGER SALES...SATISFIED CUSTOMERS...IT'S

# BRIGGS

**HYDRO-MUSCLE  
RIDE CONTROL**



FOR THE RIDE OF YOUR LIFE...FOR THE LIFE OF YOUR CAR

of our "power-pack" jobs will give good mileage and economy. It's the heavy foot that gets all the throttle valves open so the four barrels shovel in more coal than the customer cares to pay for in average driving conditions.

This new Olds J-2, three-carb job has skirted the possibility of the driver accidentally over-feeding the engine when he doesn't actually intend to.

The center carb is a two-barrel job that has been proven economical right along. The other two two-barrel carbs only check in when the foot accelerator is pushed down to the approximately  $\frac{3}{4}$  position, and the center carb gets a boost only then.

With a steady foot on the accelerator the car will build up to around 90mph before the two "helpers" cut in, so the driver can't have much excuse for over-feeding unless he actually wants the souped-up power delivery. The mechanic only has to adjust the center carb for choke and idle, since it is the only carb in the team that contains these adjustments. A vacuum control moves the throttle valves in the two outer carbs so the driver doesn't have this extra load added to his accelerator pedal tension.

All these new "deep breathing" power pack systems remind me of the period a few years ago when an "economy package" was the special on some cars. Everything was in reverse to our present trend, and the fuel-air intake was somehow restricted, usually under the carburetor, so you couldn't blast a big charge into the manifold if you wanted to. They were usually made for "commercial cars" used by salesmen and the like, who wanted a small fuel bill at the end of the month. Trouble with them was the poor performance when power might have been desirable, as in passing or on stiff grades. Their restriction was not variable, so the driver had no choice but

**"Quality  
First"...**

the complete **HEIN-WERNER** line  
provides the right jack on every job for  
better performance to save you money!

## HEIN-WERNER HYDRAULIC AXLE JACKS

— available in a full range from 1½ to 100  
tons capacity.



Model E1.7F  
Cap. 3000 lbs.  
Low 7"



Model E3.9A  
Cap. Tons 3  
Low 9"



Model E5.9A  
Cap. Tons 5  
Low 9"



Model E8.9A  
Cap. Tons 8  
Low 9"



Model E12.9A  
Cap. Tons 12  
Low 9"



Model 20.10AA  
Cap. Tons 20  
Low 10"



Model 30.11AA  
Cap. Tons 30  
Low 11"



Model 50.12AA  
Cap. Tons 50  
Low 12"



Model 100.12AA  
Cap. Tons 100  
Low 12"



Model V-1.20  
Cap. 3000 lbs.  
Low 4½"  
to 15¼"

## HEIN-WERNER HYDRAULIC SERVICE JACKS

— with easy-to-spot white  
swivel saddles in models from  
1½ to 10 tons capacity.



Model O'BOY  
Cap. 2500 lbs.  
Low 4-5/16"



Model K  
Cap. Lbs. 4000  
Low 4"



Model GG  
Cap. Lbs. 8000  
Low 4"

Model WS  
Cap. Lbs. 3000  
Low 4"

Model X  
Cap. Lbs.  
30,000  
Low 6"



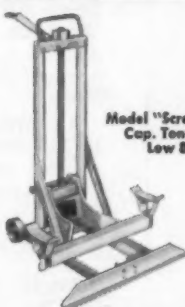
**HEIN-WERNER  
TRANSMISSION JACKS**  
— available in three models:  
Floor Type, Pedestal Type  
and Under-Vehicle Unit to  
meet all requirements.

## HEIN-WERNER Twin Saddle SERVICE JACKS

— originated and pioneered by Hein-Werner to quickly and safely lift all  
passenger cars and light trucks.



Model "53"  
Cap. Tons 1½  
Low 8"



Model "Screwball"  
Cap. Tons 1½  
Low 8"



Model WHIZ  
Cap. Tons 1½  
Low 8¼"

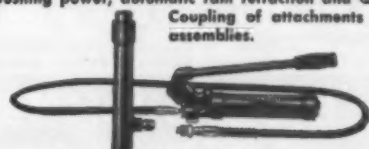
## HEIN-WERNER "Push and Pull" HYDRAULIC JACKS

— in models of 4, 10 and 20 ton capacity  
for heavy service.



## HEIN-WERNER PUSHMASTER HYDRAULIC JACKS

— pack full 4 ton  
pushing power, automatic ram retraction and Quick  
Coupling of attachments and  
assemblies.



See your Hein-Werner Jobber, or write us for complete  
details. Ask about purchasing on easy time payment plan.

# HEIN-WERNER CORPORATION

WAUKESHA, WISCONSIN



to slug along regardless. Now at least with those modern power-packs they have some choice in the matter, and they can blast off in a hurry if traffic circumstances so dictate.

Our wheel-balancing department business is picking up a little these days. The new cars are a little more sensitive to a mite of unbalance in the wheels and tires. The Old Man is having the wheels balanced on all new cars before delivery to scotch complaints. As soon as the buyer picks the color and decides

on whether the equipment tires are to stay on, or orders premium rubber, we give them the balance job.

Yrs,  
Ed.

### Volume Climbed 40%

(Continued from page 32)

factory. With more space to take care of a much wider stock, we anticipate certain needed parts in the maintenance of this fleet.

There is one other advantage the added space has brought us. Turn-

ing out the increased volume much faster, the mechanics have freed me for diagnoses of car trouble, so that I can give more time to shop paperwork. It makes me feel I have a better control of my operation.

The only expense I had in the changeover was a \$300 paint job. It was a trivial amount considering the benefits we are reaping.

### Fram's Alabama Plant Produces Silencers

**P**RODUCTION of carburetor intake silencers for current models of Plymouth, Dodge and Studebaker cars is underway at Fram Corp.'s recently-acquired plant in Birmingham, Ala.

Containing 60,000 square feet of manufacturing space plus adequate office facilities, the plant previously was operated by United Specialties of Chicago to produce silencers and other metal-stamped products. Fram's simultaneous acquisition of the manufacturing equipment with the plant enabled volume production without delay.

In addition to its current work on silencers, the plant will manufacture filters and filter cartridges, both as original equipment and for the replacement market. Production on silencers for 1958 Ford cars will begin in July.

### Fall Introduction Set For New Continental

**A** NEW version of its Continental, the "Mark III," will be introduced this fall by the Lincoln Division of Ford Motor Co., Ben D. Mills, vice-president and division general manager, announced.

Upon completion of the Mark II model run on May 15 at the Edsel Division headquarters in Dearborn, Mich., Continental production was moved to the newly-opened Lincoln Division headquarters northwest of Detroit.

The work force of approximately 200 was moved virtually intact to start immediate preparation for the production of the new model.

### St. Petersburg Names Ross

Marion B. Ross, Ross Chevrolet, Inc., has been elected president of the St. Petersburg (Fla.) Automobile Dealers Association. Gary Walsh of Gary Walsh, Inc. (Chrysler-Plymouth), is vice-president and R. J. O'Brien, R. J. O'Brien (foreign cars), secretary-treasurer.

## HYDRAULIC VALVE TREATMENT

For Top Engine Performance



### CORRECTS!

Frees hydraulic valve lifters  
Permits valve lifters to operate quietly  
Dissolves engine sludge and varnish  
Increases power and gas mileage



### MAINTAINS!

Keeps valves and lifters free  
Cools as it lubricates  
Protects engine parts  
Increases the life of your car



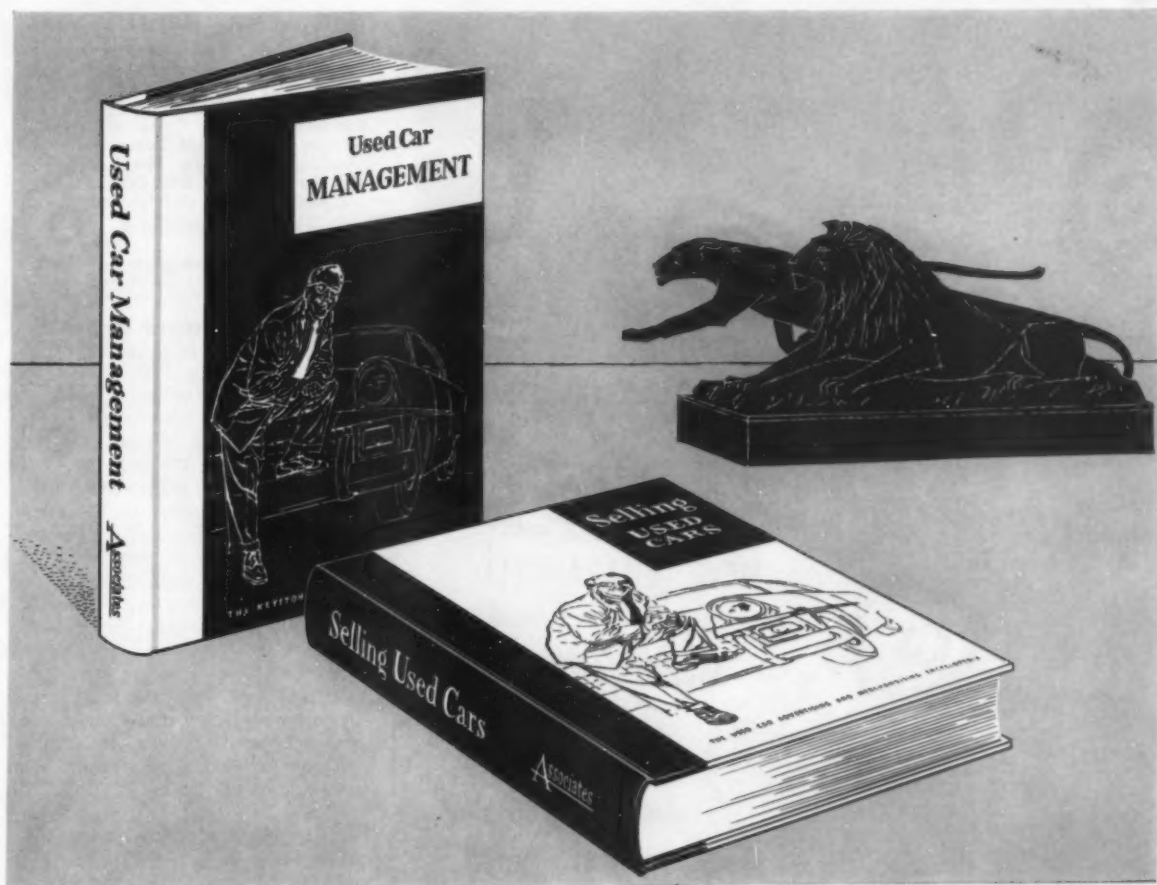
DO YOUR CUSTOMER A FAVOR! TELL HIM ABOUT THIS EASY Two-Step Treatment — He'll show his appreciation in repeat business!

Available in Canada through Radiator Specialty Company of Canada Ltd., Toronto 2, Ontario, Canada

**EMEROL MANUFACTURING CO., INC.**

242 WEST 69TH STREET, NEW YORK 23, N. Y.





## THESE BOOKS ARE NOT FOR SALE

These two comprehensive volumes on used car merchandising and management contain practical guidance and the step-by-step operating procedures of hundreds of successful dealers. Associates' dealers have already found them a real help in solving numerous used car problems. Though not for sale, both books are given—and gladly—to dealers who do business with Associates. Through the years Associates has recognized the responsibility of working with its dealers and salesmen to help them sell more cars, more profitably. These books are another example of this continuing policy to help dealers and salesmen increase their sales and profits.

*The Old Sage says...*



*"These books are another reason why successful dealers will tell you—it pays to be an Associates dealer!"*



# Associates

SOUTH BEND, INDIANA

*"We Care for Our Own"*

ASSOCIATES INVESTMENT CO. — ASSOCIATES DISCOUNT CORP. — ASSOCIATES DISCOUNT (CANADA) LTD. — EMMCO INSURANCE CO.

SOUTHERN AUTOMOTIVE JOURNAL for June 1957

Want more facts? Use Reader Service Card Page 98

63



Tom Blundell (left), general manager of the Texas Independent Automobile Dealers Association, takes delivery of a 1957 Nash Rambler Cross Country from Bennie Goldstein of Texas Motors (Nash), Fort Worth. The Rambler will be used by Blundell as the association's official car.

### Service Manager a Job!

(Continued from page 37)

agnosis of car trouble.

By his eager, conscientious and rational handling of each relationship throughout the day, he demonstrates that the success of this business is foremost in his mind. (And if he occasionally slips up, like forgetting to turn out the shop lights, or neglecting to remove a customer's keys from his car on lot, he can be forgiven.)

We have a small operation and therefore feel we can give the personal and individual attention to customers they merit. Our service manager makes a point of talking to every customer who comes into our shop.

People enjoy discussing the behavior of their cars. They particularly like specialists like a service manager to listen to their complaints and make some explanation. They may not fully understand technical functioning of an engine, but they will catch some of the explanation — or at least it will make what they have paid for appear reasonable.

Our service manager not only sees and chats with every customer coming in, but makes a point of chatting with each customer after he has paid a bill.

There are two types of customer response to unexpected charges: one with some dissatisfaction may be straightforward and put his complaint to a service manager; the other, in seething resentment, may jam the bill in his pocket, stalk out and never come back. That is why our service manager sees every person who is about to or has paid a service bill. He inquires whether he is satisfied.

Here are a couple of examples familiar to every shop, I am sure:

A customer brings a car in for a tune-up with forethought of spending no more than \$5 to \$6 and becomes furious because a set of spark plugs appears on his bill.

Now old-timers particularly

## Attention DEALERS

**NEW "GUARANTEED"**  
*Build-a-Stock*  
**MERCHANDISER**  
*Cabinet*

**YOURS FREE!**



- ◀ Sales-Making Display!
- ◀ Convenient Storage!
- ◀ Quick Inventory Check!

With ALL Guaranteed Parts Merchandisers the Cabinets are always FREE to the Dealer. Your entire investment is in "Popular Profit Making" parts covering all 3 systems.

See your  
**GUARANTEED PARTS**  
**JOBBER** for full details  
or write now to



# GUARANTEED

PARTS CO. INC., Seneca Falls, N. Y.

Ignition Service Parts



Right! This new MoPar "Multi-purpose" Piston Ring Set is ideal for all conditions . . . can be used in new or rebored cylinders and in cylinders with taper wear. That means lower inventory investment, faster turnover of inventory, and it saves you time. And this new set offers—

(1) Less ring wear. (2) Less cylinder wear. (3) Long life, with full chrome plating on top compression and oil control rings. (4) Simplified installation.

Order these new "Multi-purpose" sets now from your MoPar wholesaler or your Plymouth, Dodge, De Soto, Chrysler, Imperial or Dodge Truck dealer!



CHRYSLER MOTORS CORPORATION ➤ MOPAR DIVISION  
DETROIT 31, MICHIGAN

**FREE**—MoPar Piston Ring Quick Reference Wall Chart. Tells you at a glance what ring size any Chrysler Corporation car requires. Call your MoPar wholesaler, or send the coupon:

Sales Department, Chrysler Motors Corporation, MoPar Division  
P.O. Box 1718, Detroit 31, Michigan

Yes! Send me the handy Piston Ring Chart D-16122

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

count on a set of spark plugs lasting 15,000 to 20,000 miles. But high-compression engines of today with their terrific acceleration may require a set of spark plugs under 10,000 miles. Moreover, our tune-up is for maximum power.

This is carefully gone into before a customer leaves the shop irate that he had been sold spark plugs he did not need. Our service manager demonstrates on a machine for cleaning and testing plugs why it was necessary to put in a new set.

Sometimes a customer will insist on only points and condenser, believing these will solve his car trouble. Following a customer's instructions, that is all a mechanic will carry out. Checking the rest of the car, a mechanic may find that points and condenser will not correct the trouble.

Since a driver may be using only a fourth to a half of his throttle in city driving, the real trouble may not have shown up. This, too, is a case for the service manager's explanation with the car

owner. To forestall antagonism in the customer's mind against a shop he believes failed to remedy a condition, it is wiser for the service manager to catch the customer before he leaves.

A good service manager has to have some perception of a mechanic's personality. The service manager who stirs antipathy can get a mechanic working against him rather than with him. A mechanic with a preference for light work like generator, carburetor repairs or tune-ups may protest when transmission and rear-end work are given him. Or he may feel that Bill has been getting the choice jobs of the week. Or if he feels that he has no say in the matter, he may carry out a wrong diagnosis, justifying himself with, "Okay, if that's what he thinks it is, that's what I'll do."

A service manager must indicate by his manner that he appreciates a mechanic's skill and judgment, that he recognizes he is handing him a tough job, that he himself may sometimes make an inadequate diagnosis.

#### He Isn't Perfect Either!

In addition to this, a good service manager knows that if customers are to come back, he must keep in touch with them at least once a month. In spare moments or in shop lags, a good service manager sends out postcards or gets on the telephone.

People genuinely like to be contacted about their cars. They like to feel someone is concerned enough to inquire.

It is in these monthly calls that your service manager discovers a disgruntled customer — to right an imagined wrong.

This kind of service manager is worth the maximum you can afford to pay him. Go along with him—make him happy in order to retain him. We pay our service manager \$110 a week, an arrangement he preferred to a basic minimum and incentive plan.

I know that many a service manager often feels as I do: my first reaction with an unreasonably demanding and belligerent customer is to tell him to pick up his car and take his trade elsewhere. But when you see an empty hole in your shop where his car might have stood, you wonder whether it would not have been smarter to turn his wrath into friendship.

That is what a really good service manager can do for you.



Designed for Precision Machining Brake Drums on Passenger cars and Trucks UP TO 10 TONS!

Sliding and Revolving solid Spindle — 3" Diameter... cuts set-up time.

12" Spindle travel gives easier access to drum interior.

Multiple speeds and independent feeds. 1 HP Motor.

Turns AND Wet Grinds, SIMULTANEOUSLY, with Vapo-Jet WET Grinder attachment.

#### NEW— NO. 304

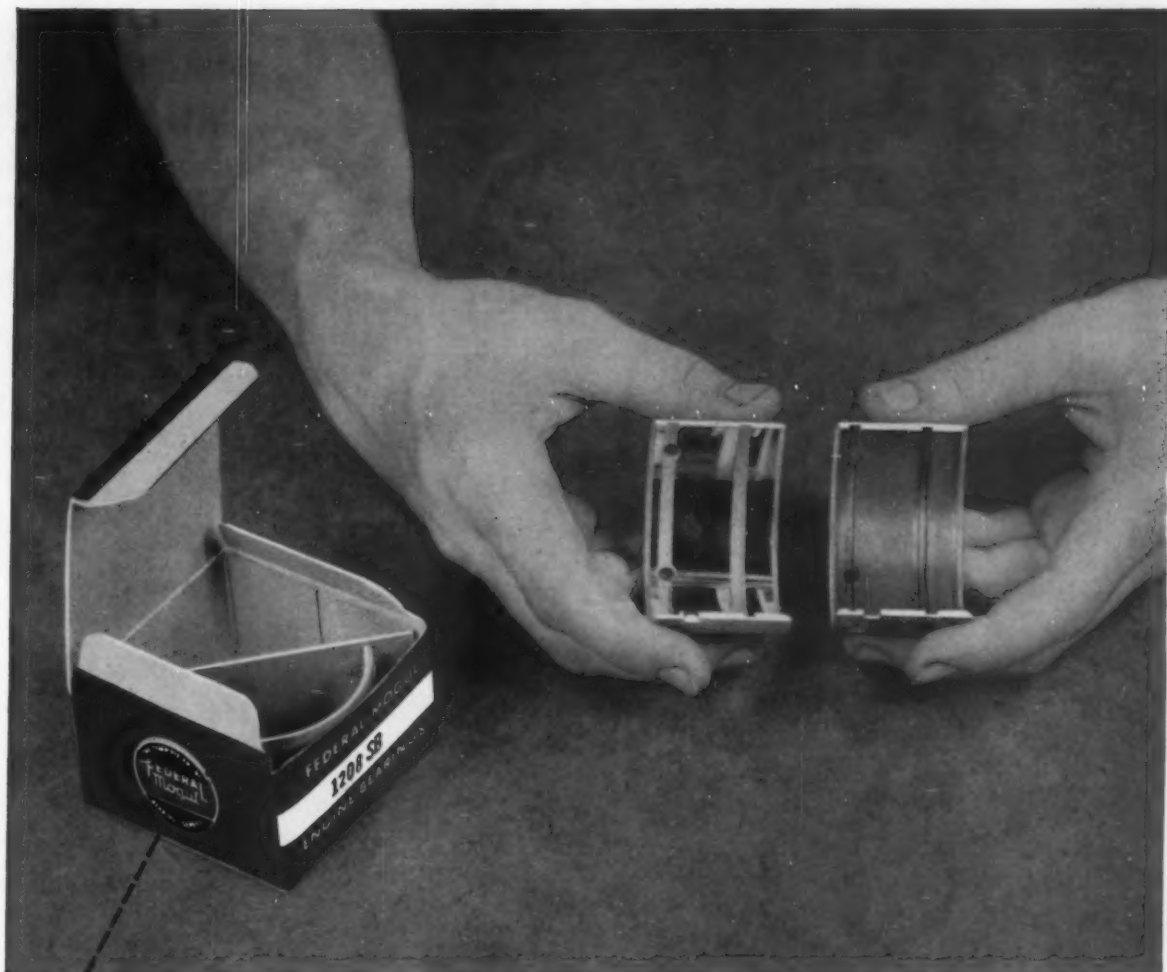
There are 2 certain ways to make steady, big profits in today's great demand for Brake Drum Reconditioning! 1) Put this new, medium priced Lathe to work for YOU! Or, 2) take your Brake Drum work to a VAN NORMAN Jobber's Shop that is equipped to turn out these jobs quickly and inexpensively for you. This great, new No. 304 Lathe provides the precision, mirror finish that means maximum life to linings.

An easy, "Pay-as-You-Profit Plan" will put this medium priced Lathe to work for you. Ask your Jobber about the new Heavy Duty No. 304, or write us and we'll tell you where you can get Precision Machining Brake Drum service — from a Shop near you. Van Norman Automotive Equipment Company, Springfield 7, Mass. A Division of Van Norman Industries, Inc.

# VAN NORMAN

PRECISION  
**VAN NORMAN** IN MODERN, EFFICIENT SHOPS—EVERYWHERE!  
MACHINING





You always meet your match  
in the **FEDERAL-MOGUL LINE!**

That's why most mechanics prefer to buy  
replacements in the black and red box

When you're ready to get new bearings to match the old, you'll always meet exactly the right replacements in the Federal-Mogul line. That's because the line is *complete*—whether you need bearings for one of the newest engines or a real old timer. It's a fact that most of the 700,000 mechanics in the U.S. and Canada prefer service bearings in the black and red box—they know they can depend upon Federal-Mogul quality and service!



**FEDERAL-MOGUL SERVICE**

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC.

RESEARCH • DESIGN • METALLURGY • PRECISION MANUFACTURING • SERVICE

SOUTHERN AUTOMOTIVE JOURNAL for June 1957

Want more facts? Use Reader Service Card Page 98

# Purolator Air Filter



DODGE

IMPERIAL

PLYMOUTH

DE SOTO

CHRYSLER

**Purolator Air Filters open a great new sales market that covers the complete 1957 Chrysler and Ford line!**

Now you can really begin to cash in on extra sales and profits with Purolator Air Filters . . . extra business you'll enjoy over and above present oil filter volume.

That's because right now most 1957 Chrysler and Ford cars—10 makes in all—are just about due for a Purolator Air Filter replacement.

Be sure you have an ample stock of Purolator Air Filters on hand—ready to capture your share of the newest, fastest growing profit opportunity in filter sales.



**Changing Dry Air Filters is clean and easy!**

No messy rags—no need for a gasoline bath. Simply lift out the old filter, insert the new one . . . and the job is done.

Purolator gives you everything needed to make Air Filters pay off today!

From shop data to promotional aids—Purolator has it all. And it's made-to-order for building the "come again" sales volume that's like money in the bank.

Be sure you get and use the whole Purolator Air Filter sales package.

**PUROLATOR PRODUCTS INC., Rahway, N. J.; Toronto, Ontario, Canada**

# Business *is on the road—NOW!*



These 1957 cars are ripe prospects for a  
new Purolator Air Filter

	PUROLATOR AIR FILTER	RECOMMENDED MINIMUM DEALER INVENTORY
<b>PLYMOUTH</b>		
V-8 Models (with 2-barrel carburetor)	AFP-4	3
V-8 Models (with 4-barrel carburetor)	AFP-1	3
6-Cylinder Models	AFP-3	2
<b>DODGE</b>		
V-8 Models	AFP-1	(incl. above)
6-Cylinder Models	AFP-4	(incl. above)
<b>CHRYSLER and IMPERIAL</b>		
All Models	AFP-2	3
<b>DE SOTO</b>		
All Models	AFP-2	(incl. above)
<b>FORD and THUNDERBIRD</b>		
V-8	AFP-5	4
Thunderbird	AFP-8	1
6-Cylinder Models	AFP-6	2
<b>MERCURY</b>		
Turnpike Cruiser	AFP-7	2
All Other Models	AFP-5	(incl. above)
<b>LINCOLN and CONTINENTAL</b>		
All Models	AFP-7	(incl. above)
		Total 20

Stock these fast-moving Purolator Air Filters for fast profit



What a team to clean up with!

## PUROLATOR

OIL AND AIR FILTERS

"Purolator" Reg. U. S. Pat. Off.



For having attained the second highest volume of sales in the United States and Canada, the Walter Tips Co., Austin, Texas, recently received an award of merit from P & C Tool Co. Picture shows Carl Johnson, left center, Walter Tips president, receiving the award from Ray Ricke, regional sales manager of P & C, Dallas. At the extreme left is John McGonagil, district sales representative for P & C, and, extreme right, Wilton Jennings, manager of Walter Tips automotive division.

## Night Shop Operations

(Continued from page 39)

the most of our opportunity in selling. This was our first trial. We have learned from this first experience, and in the latest inspection period hope to exploit our selling opportunity more thoroughly.

There are certain problems the night shop runs into that may appear in other areas of the country as well as this. First, the difficulty obtaining competent labor for night work is a very acute one. The six-week period was agreeable to the four personnel we hired because it was a short hitch coming directly prior to Christmas and offering an opportunity of supplementing daytime wages. (These were all men who had daytime jobs.)

The current inspection period is appealing because it is immediately prior to vacation, and extra earnings are appreciated. However, if we were to consider a night shop a year-round proposition, I doubt whether we could hold steady labor. Only a short period has the appeal to hold capable mechanics.

We asked no special premium of customers for handling night service jobs, and therefore offered no extra differential to mechanics.

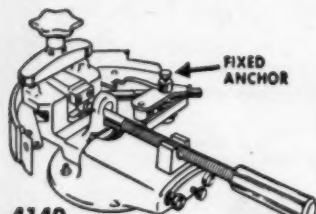
Another problem in a night shop is the difficulty obtaining parts on other make cars. Dealers and distributors are closed. What we did was to make an appointment for the customer for the following evening, picking up the needed part during the day.

In that way there was no customer inconvenience through tying up his car.

The night shop is a profitable one well worth considering, provided you can get the traffic you are after. State inspection periods furnished for us a ready-made stimulus to draw them in.



Handle ALL brakes on ALL cars. Grind lining with or without grooves, for adjustable or non-adjustable anchors or for the "Center Plane" brake. Cam grind or grind to exact arc of drum or any oversize as required. Range includes shoes for drums 8" to 17". FAST — CLEAN — EASY TO USE.



**No. 4140  
FIXED ANCHOR SHOE CLAMP**

Cures diving and pulling. Necessary accessory for Model 2000 to grind shoes for 1955-57 Chevrolet, Nash, Packard, Hudson, and 1956-57 Ford, Lincoln and Mercury. Can be used on any Safe-Arc Grinder, Serial No. 2560 and later.



**NEW! No. 4550  
LINING GROOVER**

Where manufacturers recommend grooving the lining down the center — this accessory will do the trick! Fits ALL Ammco "Safe Arcs."

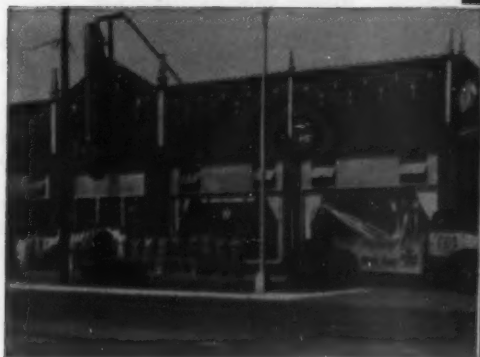
**Model 2000 "Safe Arcs."**

### PRODUCTION EQUIPMENT

For those engaged in production brake shoe grinding, Ammco "Safe Arcs" are available with 1/2 or 1 h.p. motors. Also available, is the No. 4290 "Quick-Air" Shoe Clamp to provide air-powered shoe clamping. Fits all Ammco "Safe Arcs."

**AMMCO TOOLS, INC.**





**"...15 to 20%  
more lube jobs  
WITH  
*Lincoln*  
OVERHEAD  
LUBREELS\*"**

reports R. S. HICKS, Owner  
Hicks Chevrolet Company  
Decatur, Alabama

"After 15 years experience with lubricating equipment, we have found that Lincoln Overhead Lubreels are by far the easiest, fastest, and most efficient to operate. They have enabled us to turn out 15 to 20 per cent more lube jobs. And we have greatly increased sales and boosted profits on premium motor oil... because it's always right at our fingertips."

(signed) R. S. HICKS

\*Trade Name Registered

***Lincoln***

THE MOST TRUSTWORTHY NAME  
IN LUBRICATING EQUIPMENT



Left to right: Mr. Hicks; Mr. W. A. Belu, Service Manager; Mr. Horace Mitchell, Pure Oil Company.

**building new...or modernizing...  
specify *Lincoln* Lubricating Equipment**

Smart, clean, efficient Lincoln lube installations begin bringing in big profits from the very first day of operation. Here's valuable planning help... send for your free copy of Lincoln's new booklet, "Path To Profits In The Lube Room."



**mail this coupon TODAY**

To LINCOLN ENGINEERING COMPANY  
5708 Natural Bridge Avenue, St. Louis 20, Mo.

Please send me free booklet "Path To Profits In The Lube Room"

Name.....

Company.....

Address.....

City.....Zone.....State.....

**LINCOLN ENGINEERING COMPANY**

Division of The McNeil Machine & Engineering Co.

5708 Natural Bridge Avenue - St. Louis 20, Missouri

## Shop Volume Rise

(Continued from page 31)

mouth advertising had been the firm's chief source of business. His volume should run the same this year as last, although it's up 10% currently.

The decline of 20% in shop volume this year is expected to continue at Oakes Motor, Inc. (De Soto-Plymouth), Salisbury, N. C., said Woodrow W. Oakes. Direct mail and telephone have been employed there to promote the shop.

The same program has been underway at Bert Cook Cadillac & Olds Service, Dallas, Texas, where Bert Cook said he anticipated a rise of five per cent in shop volume despite a current decline of two per cent.

W. I. Meeks said that volume should run 10% higher this year for Wisener Chevrolet Co., Inc., Glenwood, Ark., where it is now running eight per cent above the 1956 period.

The reports came from all areas over the South.

## Garage Group Drafts Plans for Expansion

**E**XPANSION of membership into all cities with 5,000 population or more was decided upon May 5 by the executive committee of the National Automotive Maintenance Association at its semi-annual meeting in Fort Wayne, Ind.

Smaller cities and towns are not to be bypassed in the drive but major efforts are to be centered in larger cities, it was also announced.

Memberships are solicited from selected independent garage operators only, the necessary qualifications being that they must have been in business for at least a year "and be well recommended as to quality of workmanship, business ethics and have a good credit rating among automotive jobbers." Parts jobbers may join on a voluntary basis.

The news release from NAMA also stated:

"The National A.M.A. has never recommended that its membership buy any certain brand of merchandise or use any particular flat-rate manual. Our chief purpose is to make it possible for our members to make more profit from the operation of their respective businesses.

"We believe our members are quite capable of making their own purchases of any line of parts or equipment that suits their particular needs without any advice from the association."

Officers are C. A. Fox of Cedar Rapids, Iowa, president; John Garner of Springfield, Mo., Daniel Hoffine of Lafayette, Ind., and L. C. Kater of Bloomington, Ill., vice-presidents; Noel Church of Indianapolis, Ind., secretary-treasurer, and Guy N. Cummings, 624 East Walnut Street, Indianapolis 4, Ind., executive secretary.

## British Car Sales Top Last Year by 160%

**S**ALES of British automobiles in the United States during the first quarter of 1957 showed a 160% increase over the comparable 1956 period, according to the British Automobile Manufacturers Association.

Total sales during the first three months were 11,662 units, compared with 4,483 during the same period last year. Sales during March alone totaled 5,266 units, exceeding last year's entire first quarter.

# You'll be proud of your Brake Service when you use



## THE FINEST IN BRAKE PARTS!

A brake job can only be as good as the parts that go into it. Why not do the best job possible by using EIS — THE FINEST IN BRAKE PARTS?

USE EIS "E" SERIES CUPS AND EXPANDERS in all your wheel cylinder work. They're made of a new, heat-resisting compound, yet remain flexible at 40° below zero! Most 1956-57 cars come equipped with Expanders. Higher speeds and quicker stops make EIS "E" Series Cups and Expanders necessary on all jobs. EIS Wheel Cylinders come equipped with them.

On many trucks using "U" Ring Cups, USE EIS CHANGE-OUT KITS AND CYLINDERS. They contain new type pistons, plain cups and expanders. EIS cylinders are also fitted with the new and shorter push rods.

USE EIS PATENTED RIBBED CUPS on all Chrysler Products up to 1956 — also on many trucks using "U" Ring Cups. They've been doing a better sealing job for years! All EIS Master Cylinders are furnished with ribbed secondary cups.

REFILL WITH EIS SUPER "50" It meets SAE Heavy Duty Specifications 708-1. Many states require the use of heavy-duty brake fluid — all car manufacturers have been using it since 1951!

ORDER FROM YOUR EIS DISTRIBUTOR OR WRITE FOR CATALOG DESCRIBING "THE COMPLETE BRAKE PARTS LINE!"

EIS AUTOMOTIVE CORP., Middletown, Conn.

**WORKS**

**2**

**WAYS....**

*benefits  
you and your  
customers*



There is no need for you to go out on a limb,  
extending credit here and there. Have your repair work  
financed through us and watch your profits grow.

Financing is our business—we have the facilities,  
the know-how and the experience. Under our plan  
you devote your full time and energy to your job . . .  
and we take care of the financing.

**ONCE YOUR CUSTOMERS FIND OUT  
THEY CAN S-T-R-E-T-C-H PAYMENTS,  
MORE BUSINESS WILL ROLL YOUR WAY.**



**G.A.C. FINANCE**  
CORPORATION

The G.A.C.  
plan will  
help you  
increase your  
profits . . . so  
fill out and  
mail this  
coupon.

Mr. A. J. Taylor, G.A.C. Finance Corporation  
1105 Hamilton Street, Allentown, Pennsylvania

Please send me, without ob-  
ligation, the following:

☐ More information  
about your financing  
plan.

☐ A supply of auto  
repair folders—"Keep  
It Rolling".

Name .....

Address .....

City .....

State .....



**ALABAMA:**

Anniston, Birmingham, Dothan, Gadsden,  
Huntsville, Mobile, Montgomery.

**FLORIDA: (Amounts limited to \$300)**

Daytona Beach, Fernandina Beach, Fort  
Lauderdale, Homestead, Jacksonville,  
Miami, Orlando, Sanford, St. Petersburg,  
Tampa, West Palm Beach.

**GEORGIA:**

Albany, Americus, Athens, Atlanta,  
Augusta, Buckhead, Columbus, Decatur,  
La Grange, Rome, Savannah, Valdosta.  
Southern Savings Bank  
Atlanta.

**ILLINOIS:**

Decatur, Peoria, Rockford.

**INDIANA:**

Gary, Indianapolis, Kokomo, La Porte,  
Logansport, Mishawaka, South Bend.

**IOWA:**

Council Bluffs, Davenport, Mason City.

**KANSAS:**

Emporia, Great Bend, Hutchinson,  
Lawrence, Topeka, Wichita.

**LOUISIANA:**

New Orleans.

**MARYLAND:**

Annapolis, Arbutus, Baltimore,  
College Park, Dundalk, Frederick,  
Hagerstown, Hyattsville, Lexington Park,  
Mount Rainier, Silver Spring.

**NEBRASKA:**

Central City, Fremont, Lincoln, Omaha.

**NEW JERSEY:**

Camden.

**NEW YORK:**

Jamaica.

**OHIO:**

Akron, Cincinnati, Cleveland, Dayton,  
Hamilton, Norwood, Steubenville, Toledo.

**PENNSYLVANIA:**

Allentown, Bethlehem, Bristol,  
Chambersburg, Ephrata, Hazleton,  
Lancaster, Lehigh, Philadelphia,  
Pittsburgh, Quakertown, Reading,  
Scranton, Sunbury, Wilkes-Barre.

**RHODE ISLAND:**

Providence.

**SOUTH CAROLINA:**

(Amounts limited to \$1000)

Aiken, Florence, Gaffney, Hartsville,  
Laurens, Spartanburg.

**VIRGINIA:**

Falls Church, Norfolk, Roanoke.

**WEST VIRGINIA:**

(Amounts limited to \$300)  
Martinsburg.

CLEAN UP WITH  
**KLEEN TREET!**



# CLEANS CARBURETORS

**Adds pep and power—improves performance—gives a real on-the-road tune-up!**



Just pour it  
in the gas tank!

Other famous profit-makers by Alemite:



#### Alemite CD-2

Cleans up—cleans out power-robbing sludge while your customers drive! Dissolves and removes lacquer-like deposits which cause sticky valves and valve lifters. Stops rust and bearing corrosion. Adds wear-resistant quality to oil. Money-back guarantee.



#### Alemite Cooling System Conditioner

Cleans radiators—and keeps them clean—while motorists drive! No messy draining and refilling. Removes and prevents rust—guards against clogging and overheating. Lubricates water pump—stops and prevents water pump squeal. Satisfaction guaranteed!

Amazing new Alemite Kleen Treet ends one of the biggest causes of modern engine failure . . . goes to work instantly to clean up dirty carburetors and clear out fuel lines . . . gives cars an *on-the-road* tune-up within 50 to 100 miles of driving! Kleen Treet saves costly carburetor overhauls and breakdowns. Sold under Alemite's Money-Back Guarantee.

Make fast, steady profits with Kleen Treet—the Alemite product that helps your customers' engines these five ways: (1) Cleans carburetors and fuel systems. (2) Guards against rust in fuel lines and gas tanks. (3) Reduces annoying high-compression ping. (4) Keeps fuel pump diaphragms soft and pliable. (5) Stops carburetor icing.

Alemite is reaching millions of readers, listeners and viewers—in leading national magazines . . . over local radio and TV!

**LIFE POST**

Call Your Jobber Today!



# ALEMITE

REG. U. S. PAT. OFF.

Division of STEWART-WARNER CORPORATION  
1850 Diversey Parkway, Chicago 14, Illinois



## Texaco Touring Service Offers Travel Kit

A COMPLETE series of touring maps and an illustrated booklet of helpful automotive travel tips are being distributed nationally without cost to motorists through the Texaco Touring Service.

Maps of 34 individual states folded for easy handling are included in a pocket-size kit. They feature four-color design with inset maps of major cities and national parks, radio station listings and mileage charts. Maps of Eastern Canada, Ontario, Western Canada and Mexico are also included in the new series.

The booklet, "Have Fun," provides listings of motel, hotel, trailer park, tourist home and restaurant directories, as well as sources of information about national parks, monuments and parks in the 48 states, District of Columbia, Alaska, Canada, Cuba and Mexico.

## Ford Launches \$20,000,000 Driver-Training Program

FORD Division and its dealers have launched a \$20,000,000 program to loan more safety-equipped Ford cars to driver training classes in the nation's schools during the next school year.

Dealers who will loan cars to schools will receive financial assistance from the division. Under the program, new 1957 Fords equipped with such safety features as padded instrument panels and sun visors, deep center steering wheels, safety door locks, non-shattering rear view mirrors and safety seat belts will be loaned to schools in September. They will be replaced with 1958 models later in the fall.

## Atlanta Fleetmen Hear Wright

Sam A. Wright, southeastern zone service manager for General Motors, spoke on "Air Suspension" at the May 21 meeting of the Atlanta (Ga.) Fleet Superintendents Association, held at the General Motors Training Center.

## Savannahans Elect Tarratus

Robert W. Tarratus, owner of the Tarratus Oldsmobile Co., is the new president of the Savannah (Ga.) Automobile Dealers Association. Other officers include Ray Clanton, vice-president, and Frank Durden, secretary-treasurer.

## Marylanders to Withhold Sales to Non-Licensees

THE Maryland Independent Automobile Dealers Association has agreed not to sell an automobile to anyone who cannot produce his license to drive, it was announced.

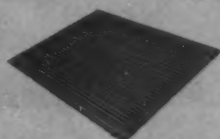
After a trial period to determine if its effort helps reduce traffic accidents, the group plans to recommend to the legislative council that the action be made a state statute.

## Associates Declares 150th Dividend

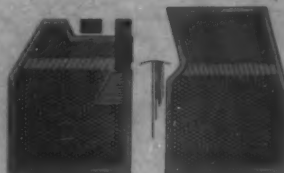
ITS 150th consecutive quarterly dividend, payable July 2 to shareholders of record at close of business June 7, has been declared by Associates Investment Co., according to Board Chairman Robert L. Oare.

The regular quarterly dividend of 65¢ per share will be paid on 3,210,472 shares of \$10 par value common stock outstanding of the company.

# MONKEY GRIP



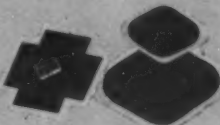
AUTO and ALL-PURPOSE RUBBER MATS  
Finest quality rubber, in complete color assortments.



TWIN MAT SETS  
for front seat floor areas — all popular colors. Floor displays available.



"BLUNT DIAMOND" SIZZLE PATCHES  
for inner tube and Tubeless Tire repairs.



"VULCAMATIC" PATCHES  
repairs punctures without heat or pressure. Full size range. Display cartons.

...the  
**QUALITY  
LINE**  
for  
**LARGER  
VOLUME  
and  
PROFIT**

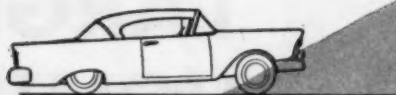
Write or wire for the complete new Catalog of Monkey Grip products...No obligation. See how smaller inventories can mean greater volume, faster turnover, and larger profit!

**MONKEY GRIP SALES CO.**

P. O. Box 6170 • Dallas, Texas



# Trouble



Heavy loads change caster of front wheels, cause excessive tire wear as well as poor steering.



With headlights angled upward, visibility is reduced and lights glare into eyes of oncoming motorists.



Rear passengers are awkwardly seated and ride uncomfortably. From this position they find it difficult to get out of car.



Heavily loaded car sways and swings as it rounds curves, throws passengers from side to side. Car stability is seriously impaired.



# • BY THE CARLOAD CAN BE PREVENTED

## *NEW* Monroe Load-Levelers

Look at the design of today's cars, and you'll immediately see the need for the new Monroe Load-Levelers. Cars are longer, lower, roomier. Seats are wider. Trunks are bigger. There's more overhang in the rear. Springs are softer, to cushion the ride. All this adds up to trouble: cars have plenty of *space* for passengers and luggage but they are not designed to safely and comfortably carry the heavy load of rear seat passengers and a trunk full of luggage.

The entirely new Monroe Load-Levelers absorb the stress of heavy loading . . . prevent sag, sway and dip. They increase road clearance. They give a smooth, level ride, with headlamps always beamed safely on the road. When the car is unloaded, they automatically compensate for the lightened load.

A large percentage of the cars that come into your shop need Monroe Load-Levelers—the market is wide open! Contact your jobber now—today—for complete details . . . and let Monroe Load-Levelers carry a heavy load of profits your way!

Monroe Auto Equipment Company  
Monroe, Michigan

**CALIBRATED RIDE CONTROL WITH ANY LOAD**



**MONROE** Load-Leveler

# Automotive NEWS BRIEFS

(Continued from page 15)

## GM President Predicts Sales As in 1956

**P**RESIDENT Harlow H. Curtice of General Motors told GM shareholders at their annual meeting last month that "based on the current situation" the automotive industry probably will sell approximately as many cars and trucks

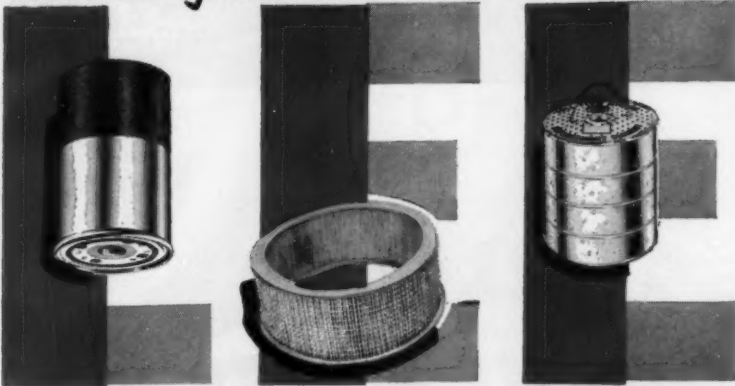
in 1957 as it sold last year. Some months earlier he had forecast higher volume this year.

The industry's 1956 retail sales in the United States totaled approximately 5,850,000 passenger cars and 900,000 trucks. This made 1956 the third best year in the industry's history for retail sales of passenger cars in the domestic



President Curtice

*You're seeing more and more of these filters*



*...they're signs of a smart buyer!*

**"DISCARDIT"**  
FULL FLOW  
MICRON ELEMENTS

Easy on, easy off! No tools, mess or parts to clean! No housings, oil lines or connections! No fuss, no adjustments! Built-in diaphragm scientifically controls oil flow! Pressure by-pass valve insures immediate oil supply. The accordion-pleated filtering material traps asphalt and carbon as fine as 5 millionths of an inch! Amazing Feridium Anode destroys damaging, motor-crippling acids! The LEE "Discardit" works better — costs less — leaves a higher net profit! Make sure you stock them! **STANDARD REPLACEMENT** on 1957 Ford, Mercury, Lincoln, Thunderbird, Continental, Turnpike Cruiser, Studebaker Golden Hawk and Studebaker President.



**"DISCARDIT"**  
ADAPTER PLATE  
AND GASKET  
For conversion  
on all Ford Products  
equipped  
with conventional  
full-flow filters.

**"MICRALYTIC"**  
CARBURETOR  
AIR FILTERS

Only 8 numbers give you complete coverage for every '57 car that has been factory-equipped! Exclusive moisture-resistant "Micralytic" construction insures high dust capacity! High-velocity air passages are constantly maintained at all engine speeds! Bonded gaskets prevent by-passing of dirty air! Order at once!

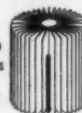
ADVERTISED IN  
**LIFE**



**FULL FLOW  
MICRON ELEMENTS**

Made exactly to replacement specifications. They provide two-way protection with accordion-pleated filtering material that traps asphalt and carbon as fine as 5 millionths of an inch PLUS the amazing Feridium Anode that destroys damaging, motor-crippling acids! No other filter can match LEE in concept, quality or performance! They're better — they cost less — you profit more! Be sure to stock them! **STANDARD REPLACEMENT** for all popular cars, trucks, buses and tractors.

36 FEET OF ACCORDION-PLEATED  
FILTERING ELEMENT TRAPS  
ASPHALT AND CARBON AS FINE AS  
5 MILLIONTHS OF AN INCH!



AMAZING ANTI-ACID FERIDIUM  
ANODE COMPLETELY NEUTRALIZES  
DESTRUCTIVE ACIDS!

Write for NEW catalog!  
**LEE FILTER CORP., NORTH ARLINGTON, N. J.**

market.

Curtice told the shareholders that "there is every indication that our economy is on a sound basis," with both total consumer spending and capital expenditures by business now at all-time highs.

He said the economy seems "on a plateau, with gross national product running at a record annual rate of 427 billion dollars." This compares with a gross national product of 412 billion dollars last year.

"It is generally expected that gross national product will remain fairly steady over the next few months, with a moderate rise anticipated for the fourth quarter," Curtice said.

However, he noted that the market for passenger cars and trucks so far this year "has not measured up to the industry's expectations."

"For the second successive year, the historical spring rise in sales has failed to materialize," he said. "Based on the current situation, it now appears that for the calendar year 1957 the passenger-car and truck market will just about equal that of 1956."

The GM president said last December that, based on the outlook then, it appeared possible that 1957 industry sales would be up "in the area of ten per cent" over 1956.

Curtice said that, as currently scheduled, GM's car and truck production in the United States and Canada for the second quarter will be about 93% of the production in the corresponding period of 1956. GM's total production will be about 91% of the total produced in the first half of 1956, comparatively.





A one-cylinder Cadillac sold for \$750 ...  
*and the first*  
**FITZGERALD GASKETS**  
*were made*

FITZGERALD GASKETS today are engineered to provide the extra strength and ruggedness required for a lasting, perfect seal in modern high compression engines.

Since 1906 "FITZGERALD" has stood for top quality materials and workmanship, combined to make truly dependable gaskets — for every engine, gasoline or diesel.

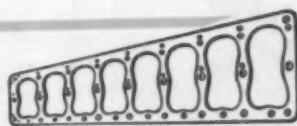
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 MANUFACTURING CO.**

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SOUTHERN AUTOMOTIVE JOURNAL for June 1957



*Also...*

GREASE RETAINERS • CORK GASKETS

FITZ-RITE TREATED FIBRE GASKETS

FOR OIL, GASOLINE

AND WATER CONNECTIONS

COMPLETE SETS FOR MOTOR REBUILDERS



Want more facts? Use Reader Service Card Page 98



The photographer went into action just before Vice-President Nance (center) spoke. Shown with the Detroit executive are Allan Mims (left) of Rocky Mount, NADA director for North Carolina, and John M. Tiller of Durham, the retiring president of the North Carolina Automobile Dealers Association.

## Manufacturer's Representative and Warehouse Distributor in the Southwest



### ◆ EMEROL PRODUCTS

Marvel Mystery Oil, Marvel Inverse Oilers and Marvel Hi-Rev.

*Manufacturer's representative for all of Texas.*



### ◆ GABRIEL COMPANY

Complete line of standard and heavy-duty shock absorbers for passenger cars, trucks, and buses; automobile thermostats; car, truck, and bus heaters.



### ◆ MARVEL-SCHEBLER

Industrial gasoline and LPG.

*Warehouse distributor for Louisiana and Texas.*

# H. WHELAN

## COMPANY

2616 Ross Avenue

Dallas 1, Texas

## Nance of Ford Reports "Confusion" Existing

"CONFUSION abounds" in the selling of cars today by franchised dealers but "you can't legislate a profit into this business," James J. Nance, vice-president in charge of marketing, Ford Motor Co., asserted May 20 at Asheville, N. C.

The former GM executive and ex-president of Studebaker-Packard Corp. told the annual convention of the North Carolina Automobile Dealers Association that the selling of cars today ranges from "straight, hard, personal selling" to "drugstore merchandising," with some dealers doing a combination of both in what he described as a "balanced operation."

Few dealers have been successful in combining both methods, he declared.

The total basic output of the national economy is increasing three per cent a year, Nance said, which means that "we have got to do three per cent more business each year or we are standing still."

The rising economy has witnessed an increase of 50% in purchasing power for the middle income group in the last ten years, the executive pointed out.

Nance, who has spent his months in studying the distribution phase of the business since joining Ford last year, said that in the 30's "straight — or specialty — hard selling predominated," while since World War II dealers "became merchants," opening their doors and with people coming in to look at their products.

In August 1953 "at last the pipelines were filled" and "overnight the pendulum swung from the sellers' market to a buyers' market," he recalled. "There were those in the industry who panicked and there came in the blitz. . . ."

"We have to admit we didn't do a good job of that store type of selling. . . . We were inexperienced in hard selling."

Name calling began and there

**YOU CAN BECOME A "JET EXPERT"...**



**AND EARN MORE AS A ROCHESTER SPECIALIST!**



*There's a  
GM Training Center  
near you!*

WRITE TODAY for full details on the free Rochester Training Program: Service Department, United Motors Service Division, General Motors Corporation, Detroit 2, Michigan.

**Over 15,000,000 cars  
on the road are equipped with**

Jets are no joke when your customer's in a hurry! Rochester training helps you keep him happy with faster, better carburetor repair jobs. From the basic principles of carburetion to on-the-car adjustments, you get the real inside story from UMS experts . . . get the benefits of the world's finest facilities at GM Training Centers. You can up your efficiency as much as 40% . . . make your time worth more money. That's not all . . . Rochester parts kits are made to make your job easier, with just the parts and gaskets you need for *each* job. And Rochesters are easier to work on. They're simpler, have fewer parts. *Quality?* Rochester Carburetors are *standard equipment* on Cadillac, Buick, Oldsmobile, Pontiac and Chevrolet.



**R** **OCHESTER**  
**CARBURETORS**

ROCHESTER PRODUCTS DIVISION OF  
GENERAL MOTORS CORP., ROCHESTER, N. Y.

arose talk of "supermarkets," that perhaps the old system of distribution was done for. An "objective look" by all parties brought dealer councils and policy boards and other benefits for helping dealers, he said.

While he said he had no answer, Nance said the kind of solution to be desired would assure dealers' getting a fair share of the business and at a profit, give factories enough volume to further their interests and, thirdly, produce "satisfied customers — a public

that believes in us and respects us."

A recent survey showed that 96% of new-car prospects had not been contacted about buying a car, he said, and 30% said the service at the shops of dealers from whom they had bought cars was so poor that they were not returning to those dealerships.

He predicted that the next several years would witness a stabilized market, with an upturn in the early 60's caused to a great degree by the war babies entering

the picture substantially for new motor vehicles.

Dealers who go in for the "hard sell" method face the problem of getting real sales managers and salesmen, Nance asserted. Those who go into the merchandising method should have sufficient ads and other promotion to build up enough floor traffic that the dealers can live off, and make a profit, he added.

"Today I am not here to recommend which of these ways you should follow. That is a decision you must make," he said. "The \$64 question is how much are you going to slice up of the difference between the factory charge for a car and the suggested list price . . . I don't know the answer as a general matter."

He then declared:

"Of one thing I am sure: you can't legislate a profit into this business. I am sure there is nothing that together we cannot lick."

This was Nance's first appearance on a dealer program in the South since joining the Ford Motor Co.

## Kentucky Dealers Reelect C. E. Brents President

C. E. BRENTS of Lebanon was reelected president of the Kentucky Automobile Dealers Association at its annual directors' meeting held in Louisville last month.

Other officers reelected were N. S. McGaw, Madisonville, first vice-president; I. R. Hicks, Sr., Covington, second vice-president, and Ben F. Long, Louisville, who is treasurer.

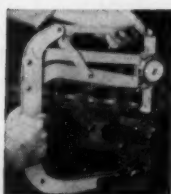
Newly-elected board members are Raleigh D. Crook, Danville, William Lester, Central City, Carl F. O'Daniel, Louisville, Glenn D. Purdy, Frankfort, W. E. Venters, Pikeville, O. H. Wallace, Bowling Green, and Frank Wilson Bardstown. Paul Dexheimer, Somerset, is chairman of the board and Lew Ullrich, Louisville, managing director.

## Lexington, N. C., Dealer Honored

The Davidson County (N. C.) Automobile Dealers Association has elected Bernard Thomas, Thomasville Motors, Inc., Lexington, president. Other officers are Marshall W. Floyd, Hill Motor Co., Denton, vice-president, and Finley Carlton, Nance Buick Co., Lexington, secretary-treasurer.

## K-D TOOLS Make Hard Jobs Easy

### TIME SAVING VALVE TOOLS



K-D 380. For cars, trucks, busses . . . old or new engines, valve-in-heads or L-heads. Most popular valve tool in U.S.A.

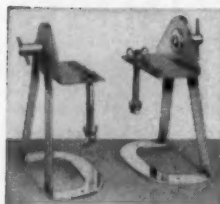


K-D 382. Designed for close quarters work. Services valve-in-heads, L-heads. Best all-around tool for Chrysler V-8's.



K-D 383. Fast, easy handling on late model valve-in-heads. Location of Operating Handle on frame eliminates reaching.

### NEW GENERAL SHOP TOOLS



K-D 175 Cylinder Head Holder. Low price . . . universal . . . rotating. Holds all sizes heads in any position for cleaning and servicing valves. Services GM, Chrysler and Ford-built plus others.



K-D 140 Battery Handler. To install, remove, and carry batteries with safety and ease. For all widths of popular long or short 6 and 12-volt types.



### DOOR HANDLE TOOLS (Chrysler, Ford, GM built Cars)



K-D No. 435. For Chrysler-built since '55. Releases clip so handle comes off.



K-D No. 430. For GM, Ford-built, Nash, Studebaker, others using horseshoe retainer spring.

FREE CATALOG: Over 150 K-D Tools to make hard jobs easy. Write.  
K-D MFG. CO., LANCASTER, PA.

**K-D TOOLS**

K-D TOOLS ARE REAL "HUSTLERS" FOR YOUR TOOLBOX—  
THEY SAVE YOU TIME; MAKE YOU MORE PROFITS.





Available bonded or riveted for every make and model car

# *Raybestos* linings lick HEAT and WEAR brake problems for your customers

Boost your reputation and brighten your profit picture by giving your customers a brake lining that really licks dangerous heat and wear: new improved Raybestos, for both power and manually operated brakes. New manufacturing processes, new compounds, new resins and binders, and new "fire band" grooving for some cars, all combine to produce the six performance characteristics your customers want . . . and need:

Greater heat resistance • Greater fade resistance  
Really quiet operation • Increased braking power  
Longer life • Positive safety

RELINE WITH

*Raybestos*  
AMERICA'S BIGGEST SELLING FRICTION MATERIAL

SOUTHERN AUTOMOTIVE JOURNAL for June 1957

USE THE

*Raybestos* **7** POINT  
BRAKE  
CHECK

includes adjustment

1. Pull front wheels, inspect linings
2. Check brake drums
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4. Clean brake assembly
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6. Adjust brakes or recommend a reline
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You get paid for every car you check  
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RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks • Clutch-Facings • Fan Belts • Radiator Hose • Industrial Rubber • Engineered Plastics Sintered Metal Products • Rubber Covered Equipment • Asbestos Textiles Laundry Pads and Covers • Mechanical Packings • Abrasive and Diamond Wheels • Industrial Adhesives • Bowling Balls



Want more facts? Use Reader Service Card Page 98

# Completed Finance Payments to Give Car Sales Boost Soon, Latimer Says

By E. P. LATIMER  
President, American Discount Co.  
Charlotte, N. C.

**E**STIMATES of automobile production for the year 1957 still seem to be at about the same level as for 1956.

Styling has brought about a shifting of percentages of the market by individual manufacturers. It appears that styling is the stim-



Ed Latimer is well-known in national finance circles, although best known in the five states where his company operates. A past president of the American Finance Conference, he was asked by the editors of SAJ to comment on the current car-sales market and its relation to the outlook for installment payments. His company operates 20 offices in the Carolinas, Georgia, Florida and Alabama and has assets in excess of \$60,000,000. He has appeared on many state automobile dealer association programs. The AFC is composed of many finance companies operating over the United States.

ulant to sales and will continue to be the activating factor for some time.

It's too early to talk about 1958 production, but in view of the "run-off" of automobile installment debt incurred in 1955, we might reasonably expect 1958 production in the range of 6,500,000 units. Concurrently, these increased sales might bring about a rise in automobile installment paper outstanding of approximately eight to ten per cent.

We all know that 1955 was the peak production and sales year for the industry. A greater-than-normal percentage of medium- and high-income groups used installment debt to make these purchases. In a few months these longer-term obligations will have been paid. This fact alone should stimulate sales in the future.

## Kansas City Elects Smith

Jerome A. Smith, Buick dealer of Kansas City, Mo., has been elected president of the Motor Car Dealers Association of Greater Kansas City. For seven months prior to his election, Smith had served as president, filling a vacancy created by the resignation of Don Armacost. The association is composed of scores of members throughout the area and is one of the larger such groups in the country.

**COATS... will handle them all**

**FASTER, SAFER, EASIER!**

Now, America's leading tire-changer becomes the perfect tool for handling *all* the wheels as well as the old, regardless of size or type.

Yes, new bead loosener shoes, plus Coats' famous roller-action take-off and put-on tools, make the Tireman the tire-changer that's most in demand from Coast to Coast.

Roll-A-Way Base Optional.

ONLY \$129<sup>50</sup>  
FREIGHT PAID

Adapt your 1-C Coats Tireman to handle 14-inch wheels: Complete conversion kit only \$15.00. Write for further information.

## JACK P. HENNESSY COMPANY, INC.

Manufactured by COATS COMPANY  
FORT DODGE, IOWA  
PIONEERS IN  
TUBELESS TIRE SERVICE EQUIPMENT

WESTERN DIVISION OFFICES  
3453 Cahuenga Boulevard  
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GENERAL OFFICES: 12 DEPOT SQUARE, ENGLEWOOD, N. J.

MODEL 101  
TIREMAN JUNIOR

COATS WHEEL  
BALANCER

MODERNIZE YOUR  
OLD MODEL TIREMAN  
A conversion kit will  
bring your present  
Tireman up to date at  
moderate cost. Write  
for details.

TIRE  
SPREADER

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RACK

KEEP UP TO DATE — USE MODERN COATS EQUIPMENT.

# WHICH CABINET FITS YOUR OPERATION?



Large cabinet is 24" wide, 12" deep and 42½" high. Comes complete with Auto-Lite Parts Catalog and Cross Reference Book, AEA Fast-Moving-Parts Book, and Price Book. Places you on mailing list for latest technical and service information.

Wall cabinet is 20" wide by 6" deep and 25" high. Comes complete with Auto-Lite Parts Catalog and Cross Reference Book, Price Book, and Wall Chart. Places you on mailing list for latest technical and service information.



## New Electrical Service Parts Cabinet Program for Small Operations

Here's the Wall Cabinet, the second in the Auto-Lite Electrical Service Parts Cabinet Program, which is tailored for smaller operations where only a limited stock of parts is required. This cabinet is in addition to the large cabinet designed for operations requiring a larger stock of electrical service parts.

Both cabinets are designed as part of an entire program to save you time, money, and trouble because it reduces inventories and simplifies stocking of your fast-moving electrical parts. Makes you eligible for Auto-Lite Service Technicians

Training Course. To find out how you can get either of these attractive parts cabinets, see your Auto-Lite Parts supplier today!

**Now it's easier than ever  
to order Auto-Lite Original Service Parts**

Auto-Lite now has the simplest parts numbering system in history. The new system is part of the extensive Auto-Lite Standardization and Simplification Program that makes stocking and ordering of electrical service parts easy.

**AUTO-LITE®**  
ORIGINAL  
SERVICE PARTS

ORIGINAL  
**AUTO-LITE**  
SERVICE PARTS

THE ELECTRIC AUTO-LITE COMPANY • TOLEDO 1, OHIO



Terms of officers of the Tennessee Automotive Association were extended at the convention at Memphis last month to June 1958 by the board. They include (l. to r.): Roy A. Cruze of Knoxville, secretary-treasurer; Carroll G. Oakes of Morristown, president, and David P. "Doc" Whelchel of Nashville, the veteran executive vice-president.

### Wiles Urges Tennesseans To Personal Leadership

**M**ORE than 400 dealers attending the 18th annual convention of the Tennessee Automotive Association in Memphis May 26-28 were urged to exercise personal leadership based upon a realistic appraisal of the problems of the market place in a campaign to preserve the franchise system.

Ivan L. Wiles, executive vice-president of General Motors in charge of dealer relations, recalled that earlier this year GM President Harlow H. Curtice asked dealers to join a crusade against practices "threatening the franchise system of car and truck distribution."

He warned that dealers must exploit the assets which their franchises make possible for them if the franchise system is to survive against the challenge of other merchandising methods.

Others appearing on the program included Walter B. Cooper, secretary, National Automobile Dealers Association, Fort Collins, Colo., and M. R. "Bud" Darlington, Jr., managing director, Inter-Industry Highway Safety Committee, Washington, D. C.

Holdover regional vice-presidents are C. W. Bond, Arlington; Leroy A. Holmes, Lexington; H. Grady Spann, Waverly; Jack Yeiser, Waynesboro; Hobby Law, Chattanooga; Harry Molyneux, Rockwood, and Garner Range, Johnson City. Thirty new directors were named to join 30 holdovers.

Members voted to have their 1958 meeting at Nashville June 15-17.

### Arkansans to Hear Sims

Elson G. Sims, the Ford dealer of Vincennes, Ind., who has been addressing state dealer audiences over the entire country for the last 12 months, will be among the speakers at the annual convention of the Arkansas Automobile Dealers Association at the Marion Hotel, Little Rock, Sept. 26-28.

FOR VULCANIZED REPAIRS  
OF TUBELESS TIRES OR TUBES

apply cold  
or hot...



**CAMEL JET**  
**VULCANIZING PATCHES**

It's almost like magic—  
no heat is required, so  
quick and easy, so sure!



CAMEL power buffer makes  
buffing a cinch

MANUFACTURED BY H. B. EGAN MFG. CO. MUSKOGEE, OKLA. / TORONTO, CANADA



# Only **ALEMITE** *on-the-car* **wheel balancer**



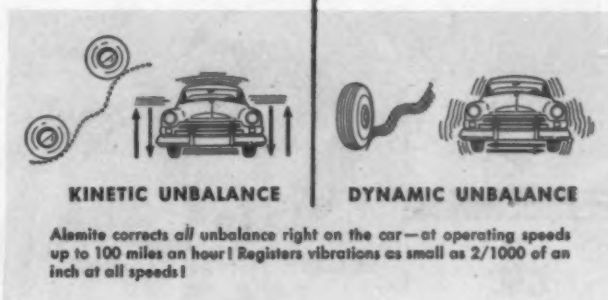
*corrects both up-and-down and  
side-to-side unbalance...handles all size wheels,  
including new 14"!*

- Balances wheels *completely*—without attachments!
- Exclusive Alemite "Vue-Scale" Meter gives positive visual proof of balancing!

*...And ALEMITE offers you a  
**FREE DEALER SIGN!***



to identify your service department  
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For All the Facts, Plus Free  
Demonstration, Contact Your  
Alemite Representative Today!





Erskine Wilson, recently celebrating his 40th anniversary with Shelton Motor Co., Inc., Ford-Mercury dealership of Covington, Tenn., has seen cars change a lot over the years. Having earned the titles of "master mechanic" and "expert body man," Wilson now devotes his time exclusively to body work.

### This Shop Man Really Knows of Changes

**E**RSKINE Wilson, who recently celebrated his 40th year as a mechanic with Shelton Motor Co., Ford-Mercury dealership of Covington, Tenn., has seen the cars he works on become lower, longer and better.

He is the firm's oldest employee and has been a mainstay in the mechanical department since the early Model T's.

The firm, established in 1910, was a livery at that time, dabbling in horseless carriages. The popularity of the Model T grew to such an extent that Owner H. B. Shelton had to put on mechanics to service them and Wilson was one of the first automobile specialists added to the staff.

His studies at first included driving a bus to meet the train and running errands, along with servicing the cars. Over the years the bus service was discontinued and others were hired to run the errands.

When asked if they're building cars like they used to, Wilson said, "No, they're better now in every way. The materials are better, they are much better looking and they will go many more miles."

Wilson said a body man knows best of all that today's automobiles are made of sterner stuff than their forerunners.

"Even the paint is better now," he said.

"I remember the Model T's would go about 47 miles an hour if they were new and in good shape. I've ridden in these new Fords at over 120, but I think 47 was more my speed."

### Ray Miles Dies in Norfolk

Nathan Ray Miles, 42, president of Foreign Cars Distributors, Inc., Norfolk, Va., died recently at his residence. Miles was a past president of the National Independent Automobile Dealers Association. In 1955 he was named chairman of the board.

### see the amazing difference in this NEW—MOST MODERN POWER TIMING LIGHT

by **Herbrand**

This completely new Power Timing Light is actually proved more sensitive, durable and versatile. It produces a more piercing and brilliant beam of light—has adjustments for extra sensitivity—plus features that insure longer life for flash tube and vibrator. And it's easier to handle—worth seeing today! Ask your jobber.



STREAMLINED METAL CASE—Maximum handle thickness, 1 5/32"—barrel, 1 3/4". Bright chrome finish.

THREADED RUBBER NOSE Permits sharp focus—for greater brilliance.

SAFETY TRIGGER SWITCH Allows light to flash only when needed.

6-12 VOLT OPERATION Switches circuit automatically. NON-POLARIZED.

DEALER'S NET  
**\$36.50**

WRITE FOR COMPLETE TUNE-UP CATALOG No. 100DB

**Herbrand EQUIPMENT SALES**  
HERBRAND DIVISION, THE BINGHAM-HERBRAND CORPORATION  
FREMONT, OHIO



Shock-mounted parts permit rugged handling.

Change flash tube and vibrator like radio tube.

Special sensitivity adjustment eliminates double flashing.

YOU would be "penny-wise" and "dollar-foolish" to supply less than the best!



## Wagner Lockheed Brake Fluid *has all these advantages!*

- **Chemically balanced**—with just the right amount of costly type lubricant to assure proper lubrication to all parts of the brake system.
- **Chemically balanced**—with exactly enough moisture absorbing properties so that metal parts in brake system will not rust or corrode.
- **Chemically balanced**—with the correct proportion of all ingredients required to assure an all-season fluid that maintains high operating temperature characteristics, yet functions in sub-zero temperatures.
- **Chemically balanced**—to maintain chemical characteristics even after long use.
- Surpasses S.A.E. specifications.
- Top quality... no safer brake fluid on the market.
- Does not cause deterioration of rubber cups or hose.
- Forms no gummy residue.
- Does not evaporate rapidly.
- Used by vehicle manufacturers.
- Nationally advertised in The Saturday Evening Post... has consumer acceptance.
- 12 oz., quart, gallon, 5, 30 and 54 gallon containers.

For details, write for a FREE copy of Service Manual HU-17H.

### Wagner Electric Corporation

6362 Plymouth Ave., St. Louis 14, Mo., U. S. A.  
(Branches in principal cities in U. S. and in Canada)

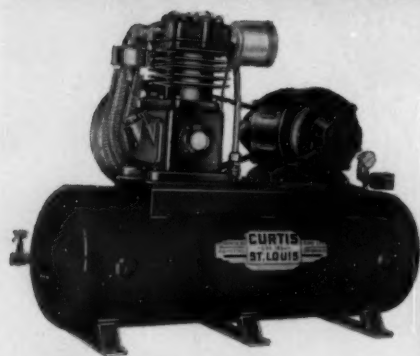
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J. Swanson Ivy (left, seated), president of Ivy Truck Sales, Inc., Athens, Ga., was first to sign an agreement with John Naughton (right), director of Dodge truck and fleet sales, for one of the eight Dodge Truck Centers recently announced. Witnessing the event are (l. to r.): standing, John Cochrane, new-truck manager western marketing area; T. D. Brislin, new-truck manager of eastern marketing area; G. C. Dowell of Louthan-Dowell Trucks, Inc., Lubbock, Texas, truck center; D. A. Geil, new-truck manager of central marketing area; L. C. Thomas of Thomas-Hyer, Inc., Denver, Colo., truck center; Gordon Swan of Oregon Dodge Truck Center, Portland; Fred Cushing of Southern State Truck Sales, Inc., Jacksonville, Fla., truck center, and Morris A. Jones, new-truck manager of mid-west marketing area.

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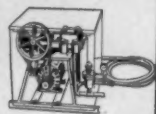
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PNEUMATIC DIVISION

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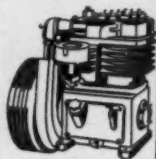
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AIR HOISTS  
AIR CYLINDERS



PACKAGED AND  
REMOTE AIR  
CONDITIONING  
EQUIPMENT

### Four Dodge Truck Centers Established in South

**F**OUR of eight newly-created, privately-owned and -operated Dodge truck centers, set up to provide immediate delivery of heavy-duty and four-wheel-drive trucks, have been established in the South.

The centers are Louthan-Dowell Trucks, Inc., Lubbock, Texas, Ivy Truck Sales, Inc., Athens, Ga., Southern State Truck Sales, Inc., Jacksonville, Fla., and Clark Dodge Truck Co., Oklahoma City, Okla.

Marketing executives of Dodge Truck and Chrysler Corp. conducted meetings in the field to acquaint truck dealers with the benefits which will accrue to them under the new truck center system.

The centers will provide convenient warehousing facilities between the factory and its 4,000 truck dealers, according to M. C. Patterson, president of Dodge.


Special retail finance programs have been designed to accommodate the particular requirements of all heavy-duty truck buyers. Each center will be fully equipped to make the major conversions required by truckers, Patterson said.

### Tallahassee Names Shaw

The Tallahassee (Fla.) Automobile Dealers Association has elected Frank Shaw, Tallahassee Motors, Inc. (Ford), president. Lonnie Carr, Carr Buick, Inc., is vice-president; Billy Mayo, Mayo-Mingledorff Motors (De Soto-Plymouth), treasurer, and John T. McConnell, Alford Chevrolet Co., secretary.



# "Gates methods helped us increase V-Belt Sales and add to our TBA profits"



C. J. MacCharles, Downtown Service, Great Falls, Montana, writes: "Gates methods have helped us to increase our fan belt sales and to add to our TBA profits. We have handled Gates belts for ten years, and have never experienced any selling resistance. The name is well-known by everybody."

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A change-over to the Gates top-profit line takes no time at all (and you won't lose a penny on present stocks). Simply phone your nearby Gates jobber, and he'll make the switch.

The Gates Rubber Company, Denver, Colorado  
World's Largest Maker of V-Belts

## Gates Vulco V-Belts

## Texas Truck Registrations Lead In South, Rank Second in Nation

**T**EXAS continues to lead the South in truck registrations, ranking second in the United States with a total of 818,000 in 1956, compared with 800,553 in 1955, according to the Automobile Manufacturers Association's 1957 edition of *Motor Truck Facts*.

California led the nation with

940,000 registrations last year.

Registrations in other states over the South and Southwest, listing first the 1956 total and then the 1955 figure, included: Alabama, 211,000 and 200,624; Arkansas, 186,000 and 181,591; Delaware, 35,000 and 32,252; Florida, 259,000 and 237,839; Georgia, 255,000

and 244,273; Kansas, 253,000 and 250,084; Kentucky, 218,000 and 208,007; Louisiana, 205,000 and 194,354.

Maryland, 134,000 and 129,209; Mississippi, 185,000 and 179,107; Missouri, 325,000 and 308,719; New Mexico, 89,000 and 86,533; North Carolina, 292,000 and 277,819; Oklahoma, 260,000 and 258,000; South Carolina, 145,000 and 137,900; Tennessee, 239,000 and 238,425; Virginia, 227,000 and 217,196; West Virginia, 124,000 and 119,907, and District of Columbia, 22,000 and 21,106.

U. S. truck registrations have more than doubled since 1945. At latest count, there were more than 10,750,000 trucks on the streets and highways of the nation, compared with 5,079,802 in 1945.

Seven million men and women keep the trucks rolling night and day, or about one out of every ten workers in the nation.

Trucks haul practically everything Americans use, and they were the source of special tax revenues totaling \$2,140,000,000 last year.

Among other facts included in the new book are: the U. S. produced 1,107,796 trucks and 4,206 motor buses in 1956, or 45% of total world output. The wholesale value of American trucks and buses built and sold during the year exceeded two billion.

Last year, U. S. trucks traveled 115 billion miles, or double the total number of miles traveled in 1946. Truck accidents have declined 71% since 1934.

More than 28% of the nation's trucks are on farms and 11% in use are prewar models.

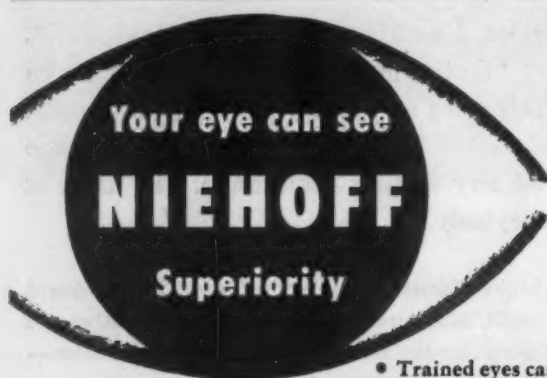
### Chevy Changes Managers At Atlanta, Wichita

**A**PPPOINTMENTS of zone managers for Chevrolet at Atlanta and Wichita have been made by W. E. Fish, general sales manager.

T. L. Pritchett, a Detroit city manager for nearly a year, is the new zone manager at Atlanta, succeeding Ralph Smith. Smith will handle special assignments on the southeastern regional staff.

Fred T. Hopkins, Jr., an assistant national sales promotion manager, has been named head of the Wichita zone to succeed P. C. Migge, who is retiring.

Pritchett, who joined the company in 1937, has served in various positions in the Louisville and Jacksonville zones as well as the central office.



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low-priced  
12-volt types...



**From Your Willard Distributor!**



Announcement of the promotion of Robert S. McNamara (top), formerly vice-president and general manager of Ford Division, to group vice-president in charge of car and truck divisions, has been made by President Henry Ford II. Succeeding McNamara is James O. Wright (above), formerly assistant general manager. L. D. Crusoe has retired as executive vice-president of car and truck divisions, but continues as an active board member.

## Studebaker's Scotsman Bows in Three Models

STUDEBAKER's new economy car, the Champion Scotsman, appeared on dealer showroom floors May 28 in three models — two- and four-door sedans and a two-door station wagon.

Prices are \$1,776 for the two-door sedan, \$1,826 for the four-door sedan and \$1,995 for the six-passenger station wagon.

Included in the prices are heater, defroster, directional signals, federal excise tax, dealer delivery and handling charges.

The Scotsman is powered by a 101hp, six-cylinder engine geared to give up to 29 miles per gallon. Standard equipment is a three-speed manual shift transmission with overdrive available as an option. Three other options are a wet-type air cleaner, electric windshield wipers and a hideaway third seat for the station wagon.



## Oldsmobile Buyers Order More Solid Colors

**A**PPROXIMATELY two-thirds of 1957 Oldsmobile buyers have ordered their cars with solid colors, according to J. F. Wolfram, general manager of Oldsmobile Division.

In 1955 only nine per cent of Oldsmobile orders specified the single-color treatment. Reason for the change in the styling trend, Wolfram said, is the new accent stripe in a contrasting or harmonizing color. Those who seek color contrast can get it with the accent stripe, which comes in eight colors.

Although customer preference is increasing for bright colors, white paint is most popular, constituting 19% of current usage. Green and black are just about holding their own, Wolfram said.

## Buick's Safety Fleet Set For Oklahoma City

**B**UICK's fleet of show cars, equipped with operating two-dimensional safety buzzers as an educational safe driving aid, will be exhibited at the Oklahoma Semi-Centennial Exposition in Oklahoma City June 14-July 7.

The safety buzzer is a speedometer accessory which sounds stridently when any pre-set speed is reached. The Buicks are equipped so that individuals may sit behind the wheel, select a speed setting, press the accelerator and hear the buzzer sound as the speedometer reaches the selected speed.

## Ford Names Edward Lynch Atlanta Depot Manager

**W**•EDWARD Lynch has been appointed manager of Ford Division's Atlanta, Ga., parts depot in East Point, succeeding Russell M. Parker, who resigned.

A native of Arkansas, Lynch for the past five years has been manager of Ford's parts depot in Houston, Texas. Prior to that he held the same position in Kansas City, Mo.

## Reo Offers Four Lights

Reo Motors is building its new heavy-duty B-Series diesels with twin headlights as standard equipment, and offers the conventional single-lamp system as an option. The design permits individual replacement should a filament burn out.

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## offers the battery package with the built-in carrying strap—Porta-Pak!



### 1 FAST IDENTIFICATION

PORTA-PAK is a completely new-type battery package. Colorful in appearance, it is ideal for display purposes. Bright red background for factory-fresh wet batteries . . . brilliant black background for Charged Bone-Dry® batteries . . . tell at a glance just exactly what you have in stock. But that's not all . . .

### 2 BUILT-IN CARRYING STRAP

Slit the perforated top of the Porta-Pak and out pops a convenient, strong carrying strap . . . built right in as a part of the package. Made of strong fiberglass tape, the built-in handle eliminates the need for a carrying strap . . . enables you to move batteries easily and quickly, without removing the shipping container. And that's not all . . .



### 3 EASIER INSTALLATION

Remove the shipping container, when you're ready to install the battery in a customer's car. You still have the handy, built-in carrying strap to lift the battery into the car without the aid of separate tools or equipment.

That's Porta-Pak, the most practical packaging development in the history of the battery industry . . . another first by Willard!



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**102 MODEL NUMBER INTERCHANGE**—Handy reference sheet with complete listing of all passenger cars by model number interchangeably with model name. Saves look-up time by including car model data not found elsewhere. Useful as a supplement to every automotive parts catalog. Kem Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.

**105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN**—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**106 CAP MERCHANDISER**—How to increase profits by use of radiator and gasoline cap merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

**107 THERMOID HYDRAULIC BRAKE PARTS MANUAL**—A 16-page manual in simple language with illustrations. Descriptions of servicing, bleeding and flushing procedures are set forth, also instructions on rebuilding master and wheel cylinders. Brake fluid requirements are listed and hydraulic brake system operation is explained. This new manual, Form No. HBP-100 is companion piece to Thermoide Brake Service Reference Book. Thermoide Co., Dept. R, Trenton, N. J.

**108 1957 EDITION OF 12 VOLT ELECTRICAL EQUIPMENT FOR PASSENGER CARS**—Contains description of 12-volt automotive electrical equipment used on 1957 model cars, giving special emphasis to the new external adjustment type distributor and the enclosed shift lever type cranking motor. Recommendations for periodic servicing, checking and adjusting of the charging, starting and ignition systems are discussed. Special section devoted to trouble shooting of 12-volt electrical equipment. Technical Literature Section, Delco-Remy Div., Anderson, Ind.

**109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT**—Catalogue, describing the Ammco line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hones, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hones, cylinder hones, cylinder surfacing hones, ridge reamers and torque wrenches. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

**110 HEAVY DUTY AUTOMOTIVE AIR TOOLS**—Complete details including prices on heavy duty air Impacttools and accessories, tire service tools and IMPACutler. Proof of time, labor, and money savings on many automotive service jobs. John K. Uhler, Ingersoll-Rand Co., Phillipsburg, N. J.

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art Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

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**119 RAMCO SERVICE MANUAL**—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

**122 TIRE RETRUEING**—An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retreating right on-the-car. Explains method using most advance truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

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**187 BRAKE PRODUCTS** booklet gives you 30 pages full information on how Raybestos products lick heat and wear problems. Includes the steps in the Raybestos 7 point brake check. Raybestos Div., Bridgeport 2, Conn.

**188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100 DE** — gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power Timing Lights, Compression Gauge, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

**189 GENERAL PAINTING INSTRUCTIONS** — Form 5723 covers finishing of passenger cars or commercial vehicles in lacquer or enamel finish. Gives full details for any surface including preparation of same. Dittler Color Division, 8000 W. Chicago Ave., Detroit 4, Mich.

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**193 WIRE & CABLE CATALOG** — A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Auto-Lite Co., Toledo 1, Ohio.

**194 TWIN POST LIFT WHEEL ALIGNMENT OUTFIT** — Illustrated 8 page catalog, shows how this equipment does not limit floor space, shows how anyone can do wheel alignment and points out fast reading advantages. Weaver Mfg. Co., Springfield, Ill.

**195 NEW CATALOG** material on Yankee's fender or body mounting mirror line. Locking mirror heads are featured, as well as new painted Faceseeters and 34 Karat Gold Plated Faceseeters. Ask for catalog sheets 56001-4. Kalamazoo punched for filing. Yankee Metal Products Corp., Norwalk, Conn.

**197 SPARK PLUGS** — Condensed four page specification folder for passenger cars, including 1956 models. The Electric Auto-Lite Co., Toledo 1, Ohio.

**198 SERVICE JACK CATALOG PAGE** — Model WA-68, 1 1/4 ton and 1 3/4 ton service jacks are fully described. Light weight of these models makes them ideal for road service trucks and away from shop service. Includes complete specifications. Weaver Mfg. Co., Springfield, Ill.

**200 FREE WHEEL LIFTS AND ROLL-ON LIFTS CATALOG PAGES** — Two pages give dimensions, capacity and other pertinent information about these two Weaver products. Weaver Mfg. Co., Springfield, Ill.

**209 EXTRA PROFITS WITH STEAM CLEANERS** — 20 page booklet showing several models of Hypersure Jenny steam cleaners, and illustrating many profitable usages of equipment in automotive and allied industries. Also folder on Cooling System Maintenance. Hypersure Jenny Div., Homestead Valve Mfg. Co., P. O. Box 948, Coraopolis, Penna.

**210 COLUMBUS SHOCK ABSORBERS** — New available plastic demonstrator shock absorber, made of full-size production parts with real hydraulic fluid inside; literature available — form #4097 — on how plastic shock and metal display can be obtained. Hectethorn Mfg. & Supply Co., Littleton, Colorado.

**213 SHOCK ABSORBER CATALOG NO. 320-TA** — A 16 page listing by numbers or by makes — shock absorbers for every automotive need — passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.

**214 THE WHYS AND HOWS OF VOLTAGE REGULATORS** — Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 87-18 Northern Blvd., Long Island City 1, N. Y.

**219 HOMESTEAD HOISTER** — Folder describing truck and auto front-end lifts, showing many applications of combining speed and safety. Homestead Valve Mfg. Co., P. O. Box 948, Coraopolis, Penna.

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## HELPFUL BOOKLETS FREE!

**222 "WHAT PRICE QUALITY"** — Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 87-18 Northern Blvd., Long Island City 1, N. Y.

**224 AFTER BREAK-IN DRIVING** — A 36 page booklet "After-The-Break-In" period giving technical facts on oil filter operation with illustrations. The booklet discusses oil contamination during the period after an engine is broken in. Write for "After-The-Break-In" period. Walker Manufacturing Co., Racine, Wis.

**227 FUEL PUMP TROUBLE SHOOTING** — Clearly describes and illustrates correct procedure for testing fuel and vacuum pumps, and how to use properly a fuel pump pressure gauge. Four page pamphlet also includes complete fuel pump pressure specifications and car application data. Kem Mfg. Co., 20-21 Wagaraw Rd., Fair Lawn, N. J.

**230 NEW SIOUX CATALOG #56** — A new 52 page catalog including complete illustrations and descriptions of valve face grinding machines, valve seat grinder sets, electric screw drivers, impact wrenches, drills, bench and portable grinders, flexible shafts, saws, sanders, polishers, abrasive discs and polishes. Also included are electric tools for builders, farmers and home shop. — Albertson & Co., Inc., Sioux City, Iowa.

**257 RUBBER PRODUCTS** — A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Doan Mfg. Co., 1725 London Road, Cleveland 12, Ohio.

**262 OIL FILTER SELLING AIDS** — Wix-O-Matic the guide to extra profits in oil filter service sales. A revolutionary merchandising concept featuring minimum, controlled inventory, guaranteed sales, perpetual stock control, Dial-O-Matic cartridge selector, cartridge installation charge guide, dealer franchise, plus choice of two eye-catching, money making merchandisers—floor cabinet or wall rack. Ask for brochure giving complete details. Wix Corp., Gastonia, N. C.

**305 KOTAFIN CRANKSHAFTS INCREASE BEARING LIFE** — A new service booklet, "Stop Bearing Failures," for the benefit of users of reconditioned crankshafts. Booklet clearly shows the cause of most early bearing failures, and how the KOTAFIN process prevents them, also lengthens bearing life. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

**314 WAGNER BRAKE PARTS CATALOG** — A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as OeMaX bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

**315 BETTER IGNITION** by Delco-Remy — 16-page, 8 1/2 x 11 inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

**320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT** — Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesmen's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

**323 BRAKE LINING** — A new 18 page condensed catalog listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Bastos Corp., P. O. Box 346, New Castle, Ind.

**334 "STYLING ENGINEERED LUBRICATION DEPARTMENTS"** — 32 page booklet describing and illustrating various size lubrication departments and the combination of equipment for most efficient and economical operation dependent on available floor space. Lincoln Engineering Company, 5708 Natural Bridge Avenue, St. Louis 20, Missouri.

**335 POWER AND MANUAL LUBRICATION IN THE FIELD** is fully described in Lincoln Engineering Company's new catalog No. 74. Catalog contains all newest types of grease-guns, fittings and accessories for fast, clean, economical lubrication of farm machinery. Lincoln Engineering Company, 5708 Natural Bridge Ave., St. Louis 30, Mo.

**336 NEW FILKO IGNITION PARTS CATALOG** — Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F & B. Mfg. Co., 4248 W. Chicago Avenue, Chicago 51, Ill.

**338 AUTO LAMP SERVICING GUIDE** — Illustrated and handy reference with replacement charts and instructions for aiming, adjusting, focusing, installing and servicing trucks and auto lamps. Also complete information on servicing directional signal flashers. Tung-Sol Electric Inc., 95 Eighth Ave., Newark 4, New Jersey.

**340 OIL, AIR, FUEL AND WATER FILTERS** — Valuable information on oil, air, fuel and water filters. Complete se-

lection of material to help you sell, install and service filters. Fram Corporation, Providence 16, R. I.

**345 HYDRAULIC BRAKE WALL CHART** — Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Eia Automotive Corp., P. O. Box 701, Middletown, Conn.

**347 INTRODUCTION TO POWER STEERING** — Complete explanation of power steering principles and advantages. 12 page booklet fully illustrated and diagramed. Monroe Auto Equipment Co., Monroe, Mich.

**361 NEW "QUICK REFERENCE" GASKET CATALOG** — Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Fel-Pro Products Mfg. Co., 1508 Carroll Ave., Chicago 7, Ill.

**363 MOTOR LIFE EXTENSION** — A Tune-Up Digest plus periodic service bulletins on Fuel Pump testing & maintenance, Voltage Regulators and Ignition tune-up. Descriptive information on Fuel Pumps with the Lifetime Dynalox Diaphragm, Fuel Filters and Ignition Parts, Motor Life Extension Institute c/o Kem Mfg. Company, 20-31 Wagaraw Rd., Fair Lawn, N. J.

**364 AUTOMOTIVE SAFETY LIGHTING DEVICES** — A new automotive catalog illustrating reflectors, directional signals, tail lights, stop lights, armored clearance lamps and safety reflector flares — all heavy duty equipment, designed and built for commercial truck and bus use. Grote Mfg. Co., Bellevue, Ky.

**370 EMEROL MFG. CO.** — Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Oil, Marvel Oil, Hi-Rev Motor Tune-Up Oil. Shows uses, prices, description, dealer information. Emerol Mfg. Co., 242 W. 69th St., N. Y. 23, N. Y.

**383 TIME SAVING ELECTRIC IMPACT TOOLS** — Price list, complete details on electric impact tools, sockets and accessories, and twelve multipurpose uses where Impact tools can save up to 90% of time required by hand methods. John K. Uhler, Ingersoll-Rand Co., Phillipsburg, N. J.

**407 A B C'S OF SAFE PROFITABLE TIRE SERVICE** — A 24 page book just published by Bowes "Seal Fast" Corp. Complete with illustrations and how-to-do-it instructions. Outlines latest tube and casting repair techniques as well as reconditioning trade-ins for profitable resale. Bowes "Seal Fast" Corp., 347 North Pine Street, Indianapolis 2, Indiana.

**410 NEW AIR BRAKE MAINTENANCE BULLETINS** — Series of bulletins each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

**416 TAIL PIPE REPAIR KIT** — A four page color catalog describing the Quaker heavy gauge, seamless tail pipe repair kit. Four sizes to fit all cars. Quaker Supreme Chemical Corp., 315 Whitman St., Montgomery, Alabama.

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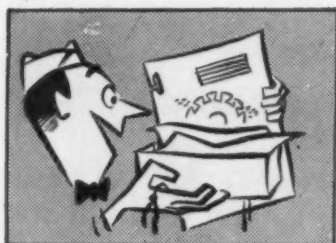
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## NEW PRODUCTS AND CATALOGS

### 700—Wheeling Attachment

A free-wheeling attachment, which reportedly makes any  $\frac{1}{4}$ " drive handle, attachment, extension or torquer instantly reversible, has been introduced by Proto Tool Co., 2209 So. Santa Fe Ave., Los Angeles, Calif.

"Rotahead" has a self-contained mechanism that provides free-wheeling action in either direction.

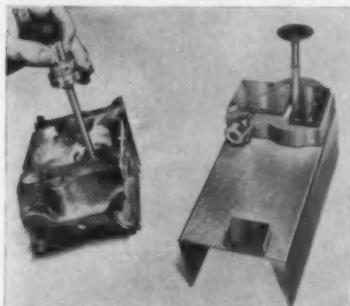


To change direction, the head is pressed down and when released, 30 teeth engage. A new bite is possible every 12° and attachment can be reversed at will with nothing to set, it was claimed. Head is  $1\frac{1}{16}$ ", allowing use in restricted areas.

Want more info? Use coupon on page 98 and you will get it!

### 701—Valve Guide Gauge

A valve guide gauge said to be a fool-proof comparator for determining difference between the size of valve stem O.D. and valve guide I.D. has been introduced by Tobin-Arp



Mfg. Co., 6400 Penn Ave. S., Minneapolis 23, Minn.

Checking valve guide I.D. determines clearance between valve stem O.D. and valve guide I.D. An actual demonstration to the car owner will prove conclusively the need for re-

placing worn valves and valve guides, it was claimed.

Want more info? Use coupon on page 98 and you will get it!

### 702—Cam Bearing Tool

A camshaft bearing tool for insertion and removal of all cam bearings, both standard and undersize, consisting of 3 expanding mandrels and washers, 2 different size driving bars and 2 tapered plugs, has been announced by Dura-Bond Engine Parts Co., 715 Loma Verde, Palo Alto, Calif.

Expanding mandrels do the work of more than 90 separate driving plugs, eliminating plug selection, storage and loss, it was claimed. Instant adjustment reportedly permits installation of undersize cam bearings in all engines. Shipping weight is 11 lbs.

Want more info? Use coupon on page 98 and you will get it!

## IT PAYS TO Compare

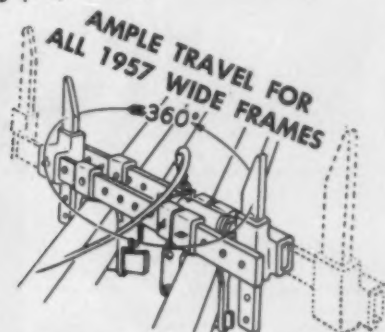
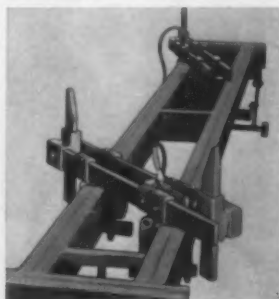
**Bee-Line**

WITH OTHER ALIGNMENT EQUIPMENT

## 3\* FULL 360° ANGLE TOOLS

a series of ads comparing Bee-Line's exclusive PROFIT features

Bee-Liner, 360° Angle-Tools are completely adjustable to any height and angle desired to reverse the exact force that caused the damage. At end of jack-stroke, tools are pinned while jack is slid ahead. Ample space for multiple tool-hook-ups is created by adjustable frame press. Bee-Liner tools will handle any frame straightening job, faster.



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Comparison  
Literature

**Bee-Line co.**  
DAVENPORT, IOWA U.S.A.

### 703—Power Wrench

A power wrench with a patented "power core," said to replace ball bearings, springs and cams, thus reducing maintenance, has been announced by Portable Electric Tools, Inc., 320 West 83rd St., Chicago, Ill.

The "power core" reportedly makes this the only electric wrench with built-in adjustable torque. A twist of the calibrated nose cap allows adjustment of torque to exact requirements of the job with no stripped or twisted bolts, it was claimed. Its design enables it to absorb shocks of impact usually transmitted to operator, reducing operator fatigue to minimum and giving tool long-



er working life, according to the company. With  $\frac{3}{8}$ " to  $\frac{1}{2}$ " bolt capacity, wrench reportedly reaches maximum torque in 6 seconds with

a torque range of 105 to 275 ft.-lbs. and delivers 1,600 to 1,800 impacts per minute without overloading or stalling.

Want more info? Use coupon on page 98 and you will get it!

### 704—Gasket Sleeve

A product called "Gasket Guides," designed to simplify gasket installations and available in sizes to fit almost all passenger cars, most trucks, tractors and industrial engines, has been announced by P&G Mfg. Co., 305 N. E. Russell St., Portland 12, Ore.

Product is thin-walled plastic sleeves, flanged at one end. One is placed in each bolt hole from the gasket side, while the pan bolt is inserted from the pan side, exactly aligning gasket with the pan and holding it tightly in place regardless of juggling necessary to get pan into position, it was claimed. "Gasket Guides" are left in place and become a permanent part of each gasket installation.

Want more info? Use coupon on page 98 and you will get it!

### 705—Truck Crane

A 2,000-lb.-capacity hydraulic truck crane, which mounts on any truck, tractor, dock or floor, and which reportedly permits loading and unloading from any point on a truck bed, rotating a full 360° in its well, has been introduced by Jeffrey Crane Co., c/o Collins and Associates, 4902 Heuwerth Ave., Cincinnati 38, O.

Well mounts on top of truck bed and is braced to the chassis from be-



low. It can be locked in any of several positions. The mask rotates in a well bearing sleeve and hydraulic power is supplied by a choice of P.T.O. driven or electric pump. Remote controls for the hydraulic system permit operator to assist in loading and yet be as far away as 20'. The "self-loading," 9' boom is equipped with a rolling trolley, which permits a 2,000-lb. load to be rolled to any position on the truck when boom is in horizontal position, according to the manufacturer.

Want more info? Use coupon on page 98 and you will get it!

### 706—Tubeless Valves

Snap-in rubber-covered tubeless tire valves for all passenger cars, including the 14" and 15" rims, have been announced by Acme Air Appliance Co., Inc., 100 Hinsdale St., Brooklyn 7, N. Y.

Also available are valve extensions for access to the valve to facilitate air service, plus metal valves for 14" and 15" rims.

Want more info? Use coupon on page 98 and you will get it!

## Ditzler Announces...

**SAN QUIC  
NEUTRAL**  
DZL-3600  
Gray Primer Surfacers  
**IT'S NEW!**

- Easy Sanding
- Non-Settling
- Extra Filling
- New Color
- Fast Drying

Ditzler announces new SAN QUIC Neutral—DZL-3600—a new neutral gray lacquer primer surfacer that dries with unusual speed. Sands so easy that #400 paper can be used without clogging.

• New SAN QUIC has exceptionally high solid content. Fewer coats are needed for proper filling. It feathers out with no splitting or chipping around edges. SAN QUIC also has exceptional adhesion and color holdout, improving the appearance of final coats.

• This outstanding primer surfacer is now available in convenient, easy-to-pour cans. It is non-settling, eliminating waste, time and laborious stirring. DZL-3600 doesn't settle hard in the can or gun cup.

DITZLER COLOR DIVISION

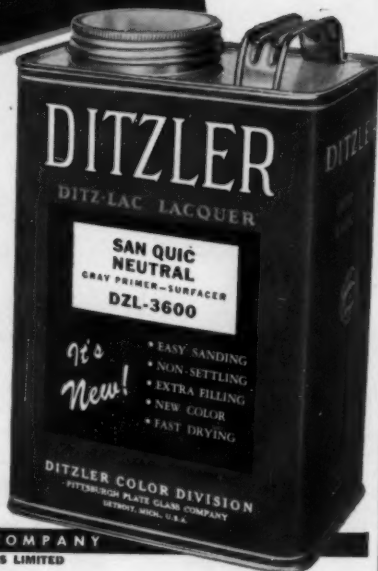
Pittsburgh Plate Glass Company, Detroit 4, Michigan

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**MOOG "GUSHER-ACTION"**  
more than a fine  
Shock Absorber

...part of a complete  
under-car selling plan.



**MOOG means more  
under-car business!**



MOOG INDUSTRIES, INC. (Mfgs. of the most complete line of Chassis and Suspension Parts) ST. LOUIS 14, MO.

SOUTHERN AUTOMOTIVE JOURNAL for June 1957

Want more facts? Use Reader Service Card Page 98

101

## 707—Battery Carrier

An all-purpose battery carrier, featuring a specially designed slide-arm that can be adjusted to fit any type 6- or 12-volt battery, facilitating removal or replacement of batteries in hard-to-reach locations, has been introduced by The Ken-Tool Mfg. Co., 768 East North St., Akron 5, O.



The "Ken B-63" reportedly has a positive gripping action that guards against personal injury or battery damage. It holds batteries firmly by the case and is fabricated from high-quality steel for rugged service, it was claimed.

Want more info? Use coupon on page 98 and you will get it!

## 708—Valve Tool

A valve tool for quick, convenient installation and removal of all rubber snap-in valves has been announced by Dill Mfg. Co., 700 East 82nd St., Cleveland 3, O.

Tool installs valves by applying pulling pressure and, with only slight



additional pressure, it will remove valve by pulling it completely through the hole, the manufacturer said.

Want more info? Use coupon on page 98 and you will get it!

## 709—Low-Priced Batteries

Low-priced replacement batteries for all model cars with 6- or 12-volt systems, backed by a full 18-month guarantee, have been announced by The Electric Auto-Lite Co., P. O. Box 931, Toledo 1, O.

Outstanding features include full-sized plates, new design hard-rubber containers, lead-welded post seal to prevent acid seepage and corrosion, and poralite separators and push-in rubber filler caps, the latter a 12-volt exclusive.

Want more info? Use coupon on page 98 and you will get it!

## 710—Muffler Sales Catalog

A 4-page catalog containing complete listings of the more than 30 proven sales and merchandising aids offered dealers and wholesalers of AP mufflers, as well as illustrations in actual color, and including such successful merchandising helps as mobile muffler racks, giant curbside board signs, night lights, posters, banners, envelope stuffers and other sales aids, listing also sales aids provided by AP muffler specialists, has been published by The AP Parts Corp., Toledo 1, O.

Want more info? Use coupon on page 98 and you will get it!

## 711—Ammeter Test Set

A precision ammeter-voltmeter test set on a tubular stand, designed to handle the late-type Delco-Remy double contact voltage regulators, has been introduced by Electro Products Co., 445 East 189th St., New York 58, N. Y.

It reportedly contains high-grade, easy-reading, professional-type jew-



elled moving coil and alnico magnet meters. Two types of adjustable resistances are incorporated, a smooth-operating carbon pile and a fine, wire-wound linear field potentiometer. Also built in is a heavy-duty 1/4-ohm fixed resistor for setting 6- and 12-volt regulators, as per manufacturer's recommendations. The "Model DLV" is calibrated for 6-, 12- and 24-volt systems.

Want more info? Use coupon on page 98 and you will get it!

## 712—Mower Repair Program

"The 1957 Ramco Lawn Mower Re-Power Program," designed to establish participating car dealers, service shops, stations, etc., in a position to capitalize on the growing mower repair demand, includes advertising, repair instruction manual, quick reference catalog and a complete line of sets at automotive discounts, and has been introduced by Ramsey Corp., 3693 Forest Park Blvd., St. Louis 8, Mo.

Want more info? Use coupon on page 98 and you will get it!

## 713—Rocker Panel Catalog

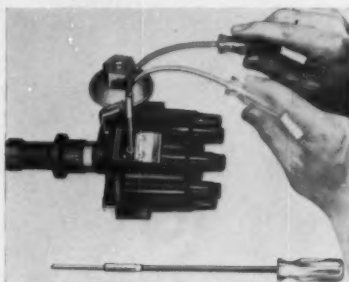
A color catalog listing both conventional replacement rocker panels and a new design that snaps onto the

step plate, cataloging more than a hundred of its rocker panels, including 20 newly available numbers, arranged by automobile make and model and showing interchangeability factor that exists between the two styles of replacement panels, has been published by Schofield Mfg. Co., 1140 E. 222nd St., Cleveland 17, O.

Want more info? Use coupon on page 98 and you will get it!

## 714—Point-Gap Wrench

A point-gap wrench for setting cam angle on all late-model cars and trucks using the new Delco-Remy distributor has been announced by C. E. Niehoff & Co., 4925 W. Lawrence Ave., Chicago 30, Ill.



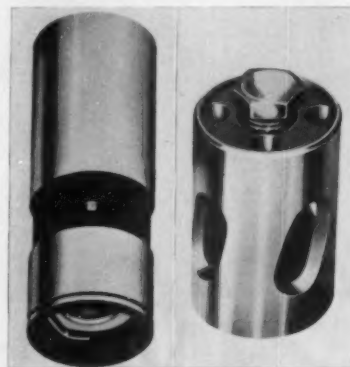
Hex wrench fits into adjusting screw of point set, permitting quick, easy adjustment while motor is running, it was claimed. Shaft may be bent in any direction. Tool is cadmium-plated with plastic shock-proof handle.

Want more info? Use coupon on page 98 and you will get it!

## 715—Hydraulic Valve Tappets

A replacement line of hydraulic valve tappets, as well as adjustable tappets, has been announced by Sealed Power Corp., 2001 Sanford St., Muskegon 61, Mich.

Hydraulic tappet (left) features a flat disc-type valve which allows ac-

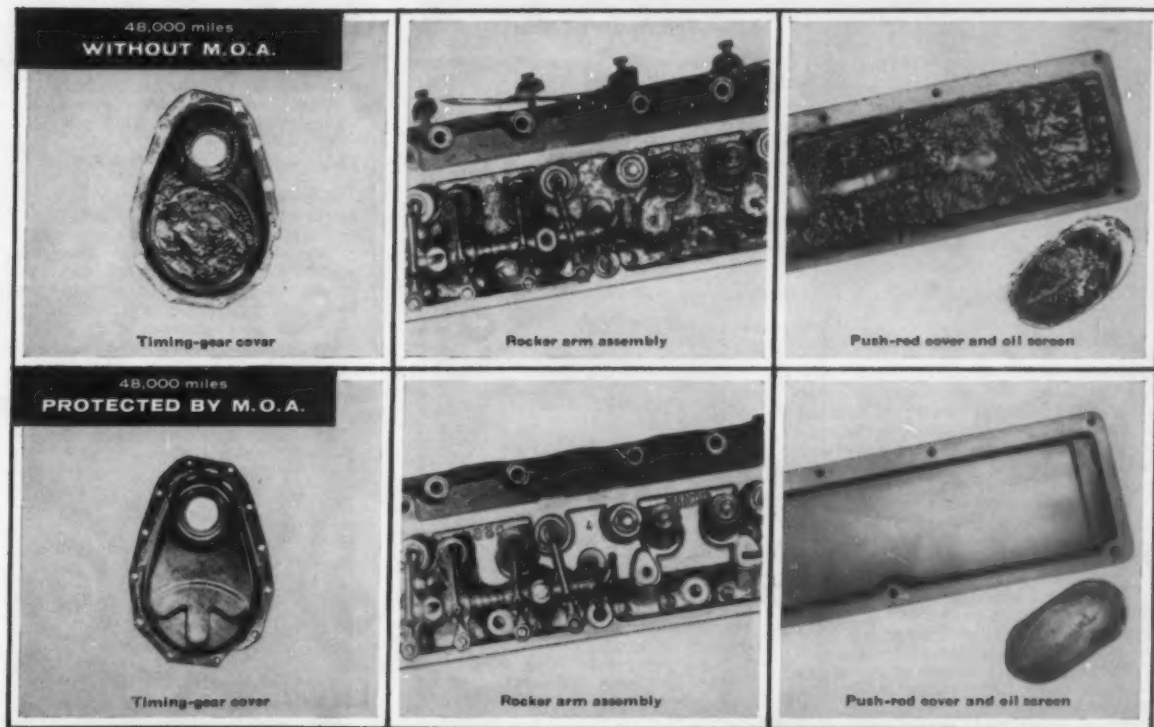


curate controlled closing action resulting in more satisfactory engine operation, it was claimed. Controlled oil leakage from the pressure chamber is achieved through selective fitting of plunger and tappet body during manufacture, assuring maintenance of zero clearance throughout entire operation cycle, according to the company. Adjustable tappet is pictured at right.

Want more info? Use coupon on page 98 and you will get it!



# NEW DU PONT M.O.A. KEEPS ENGINES CLEAN, CUTS REPAIRS



**New patented discovery prevents low-temperature sludge better than any other packaged oil additive—keeps valves quieter, engine smoother running**

These pictures show the reason for many complaints you get about sticky lifters and noisy valves—engine clogging sludge. But now, through 12 years' research and over 4 million miles of road testing, Du Pont has solved the sludge problem.

Radically different from any other additive, new Du Pont M.O.A. stops sludge under *all* driving conditions... can actually keep an engine *clean as new*. It is the only packaged oil additive that can do this.

You'll see how well M.O.A. is working every time you check the oil. With M.O.A. the oil turns dark. There's no graphite in M.O.A.—the blackening is caused by the combustion products it *traps* in suspension. With M.O.A., they drain out at oil change instead of sticking to vital engine

parts, clogging oil lines, screen, filter and possibly starving bearings.

Recommend new Du Pont M.O.A. to your customers. They'll be back for more, because this additive really *adds* to the performance of any car!

- Prevents noisy or sticking lifters and valves.
- Keeps rings, pistons and other engine parts clean.
- Prevents clogging of oil screens and filters.
- Maintains more constant viscosity.
- Saves gas, oil and costly repairs.



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY



**NEWEST OF THE DU PONT No "7" PRODUCTS**

## 716—Sawing Vise

A sawing vise to be used with a standard hacksaw for a quick, easy way of sawing wire braid hose with minimum wear to saw blade, handling sizes up to 1½" O.D., has been announced by The Imperial Brass Mfg. Co., 1200 W. Harrison St., Chicago 7, Ill.

Hose is held tightly by a special gripper and is always cut cleanly



and squarely, permitting saw blade to be used many times, it was claimed. The "No. 384-F," featuring a ratchet-type slide-to-size adjustment, can also be used for cutting 3/16" to 1½" O.D. tubing and tail-pipes.

Want more info? Use coupon on page 98 and you will get it!

## 717—Light Reel Catalog

A 16-page, illustrated color catalog, describing its new line of automatically controlled retracting cord reels and giving complete descriptions and specifications of its entire line of drop light reels, static discharge reels, display light reels, job light reels, multiple outlet reels, shop light handles, drop light cord sets, etc., has been published by Cordomatic, Division of the Vacuum Cleaner Corp. of America, 17th and Indiana Ave., Philadelphia 32, Pa.

Want more info? Use coupon on page 98 and you will get it!

## 718—Lubrication Catalog

A catalog of lubrication fittings—from the original Alemite "pin type" fitting to the newest "Red Ball" hydraulic fitting—including those developed for special purposes, all complete with individual dimensions ready for transfer to blueprints, plus accessory lists, such as bushings, elbow bodies, fitting extensions, etc., has been published by Alemite Division of Stewart-Warner Corp., 1850 Diversey Parkway, Chicago 14, Ill.

Want more info? Use coupon on page 98 and you will get it!

## 719—Box Wrenches

Nine sizes of heavy-duty box end wrenches designed for heavy industrial work, crawler tractors, earth-moving tractors, turbines, generators, etc., have been added to its line by Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.

Wrenches are forged from high-alloy steel, fully heat-treated and machined for perfect size fit, it was claimed. The 12 points with accurately broached openings eliminate spreading or slippage under pressure. Sizes of the entire line range from ¾" opening through 3½" and are available in the straight handle series and with handle extension, most being available in the 15° offset or double offset series.

Want more info? Use coupon on page 98 and you will get it!

## 720—Transparent Bins

A unit of 24 factory-assembled transparent "Add-A-Bins," containing most popular sizes of cap screws in 1040 steel, nuts, lock washers, SAE washers, stove bolts and cotterpins, has been introduced by Dorman Products, Inc., 1004 Sycamore St., Cincinnati 2, O.

Contents are visible through the clear transparent drawers and fur-



ther identified by removable clear acetate cards. Each drawer is 5" long by 3½" wide by 2¼" high and can be divided into halves or thirds with plastic divider included. Interlocking permits additions on top, on the bottom, or on all sides.

Want more info? Use coupon on page 98 and you will get it!

## 721—Acrylic Cleaner

A 24-page service manual covering installation of both oil and air filters, printed in 2 colors and giving detailed photographic instructions on late-model as well as older cars, with complete servicing and changing instructions on the new Micronic dry-type air filter introduced on many 1957 models, plus directions on servicing the special PER-1 disposable oil filter used on Ford products, has been published by Purolator Products, Inc., 970 New Brunswick Ave., Rahway, N. J.

Want more info? Use coupon on page 98 and you will get it!

## 722—Filter Manual

A cleaner-polish compounded especially for acrylic finishes on new cars has been introduced by Permatex Co., Inc., P. O. Box 1, Brooklyn 35, N. Y.

"Acrylic" cleaner-polish contains only "feather touch" abrasives which "heal" tiny nicks and scratches, since acrylic finishes need no waxing to preserve the high gloss—only cleaning, the manufacturer said.

Want more info? Use coupon on page 98 and you will get it!

## 723—Door Locks

Safety door locks designed to fit all 4-door 1957 Plymouth, Dodge, De Soto and Chrysler cars have been announced by MoPar Division, Chrysler Motors Corp., P. O. Box 1718, Detroit 31, Mich.

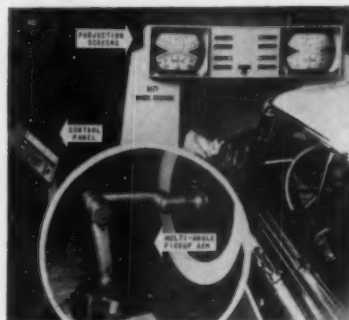
Packaged in pairs for installation on rear door, lock mechanisms replace standard door lock and provide two-way selective protection: normal locking and child safe-guard locking, the manufacturer said. They are mounted on 1¼" x 2½" chrome-base plate to prevent finger markings on upholstery around lock lever. Installation reportedly requires less than 5 minutes. Complete instructions and tools are included in each package.

Want more info? Use coupon on page 98 and you will get it!

## 724—Alignment System

An automatic electronic wheel alignment system, with which all measurements are made automatically by electronic pick-up arms, reportedly eliminating need for level or plumb gauges, tire scribing, toe bars, pointers, calibrated turn tables, etc., has been announced by Kwik-Ezee, Inc., 54 Brooklyn Ave., Westbury, L. I., N. Y.

The multi-angle pickup arms track all angular relationships of the two



front wheels simultaneously, it was claimed. These readings are relayed through two Weston projection instruments to TV-type screens in clear view of mechanic and car owner and show actual positions of both wheels at all times, before and after correction. Complete inspection of all front-end angles can be made in 45 seconds without leaving control panel or steering wheel, according to the manufacturer.

Want more info? Use coupon on page 98 and you will get it!

## 725—Plastic Cleaner

An all-plastic cleaner for rear windows of convertible tops and any clear plastic surface has been announced by Mirror Bright Polish Co., 365 North Altadena Dr., Pasadena, Calif.

"Mirror Glaze" reportedly will not cloud or craze and is non-static and non-glare. It is easy to apply—wipe it on and wipe it dry, and it is not necessary to clean the surface before applying. It does not contain abrasives and meets military specifications.

Want more info? Use coupon on page 98 and you will get it!

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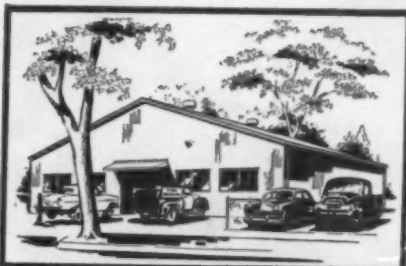
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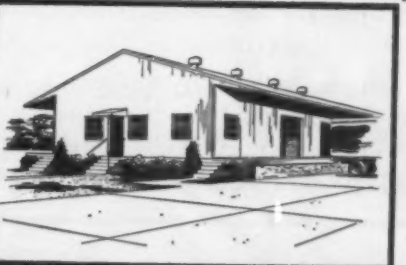
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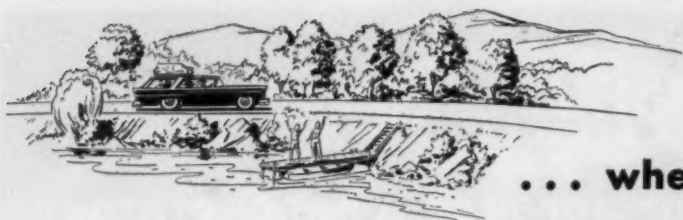
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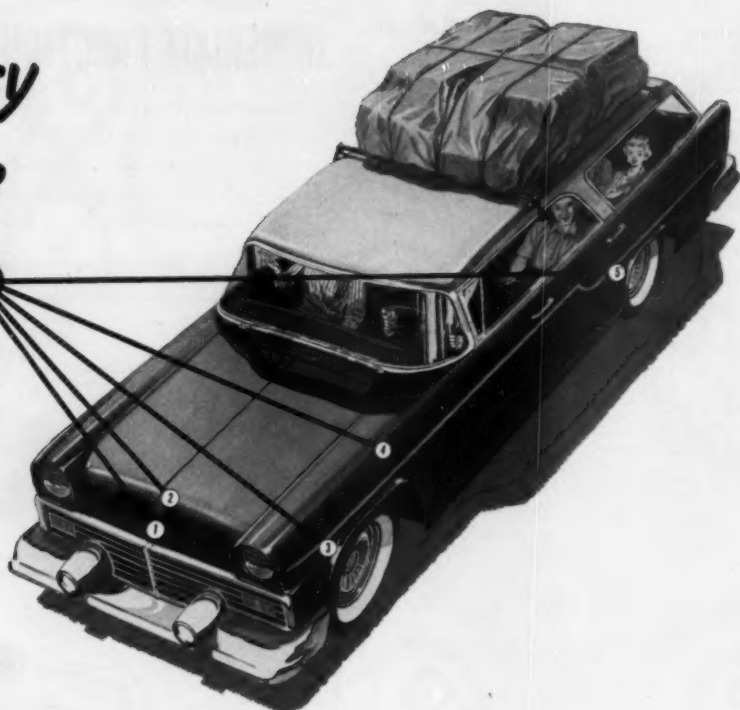
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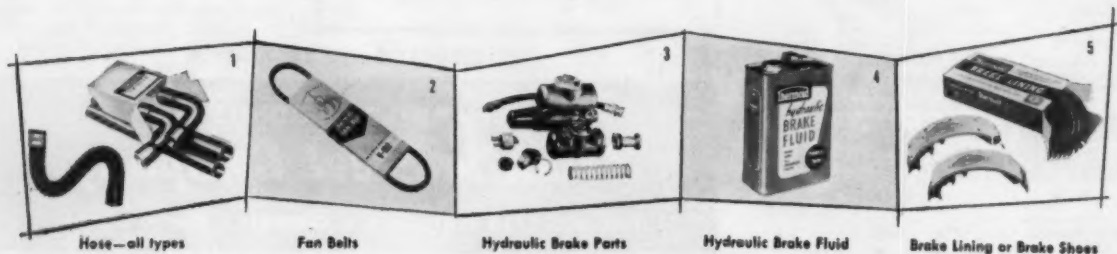


Now that summer is here you'll be busy getting your customers' cars ready for vacation trips. It is profitable work for you and a real service to your customers—particularly when you include cooling and brake systems in your check-up. Radiator hose . . . fan belts . . . brake lining . . . brake fluid . . . and brake parts are items that offer you extra profits, because they are frequently overlooked until it's time for the vacation check!

Be sure to use Thermoid when you replace any of these vital parts. You can count on Thermoid products to give the outstanding service that means complete customer satisfaction. Call your Thermoid jobber.

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## TIME SAVERS

### Freeing Up Pushbuttons On '57 Chrysler Units

ON SOME 1957 Chrysler products with TorqueFlite transmission, we have found the pushbuttons hard to push in, even having to force some.

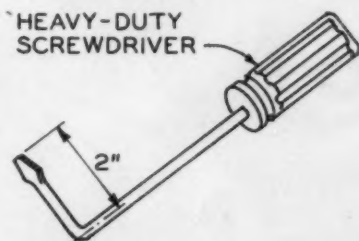
This trouble can be remedied by placing an extra gasket on the neutral switch, which is being screwed in too far, with result the manual control lever is hitting the switch each time the buttons are pushed in.

Loosen switch and work the pushbuttons to see that they are operating freely. — Gene Elliott, Parts Manager, Hickory Motor Sales, Inc. (Dodge-Plymouth), 345 1st Avenue, S. W., Hickory, North Carolina.

### Making Tool to Install, Remove Spring Pads

TO MAKE an ideal tool for installing and removing spring pads on all cars with leaf springs, heat a heavy-duty screwdriver about 2" from tip and bend 90°.

Drive tool between spring leaves and push handle toward spring. This spreads leaves, mak-

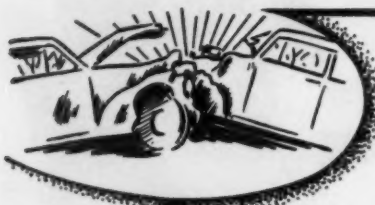


ing it easier to remove and install pads.—Jimmy Gilmore, 4201 E. Clark, Wichita 17, Kansas.

### Replacing Housing Light On Chrysler Pushbuttons

ON CHRYSLER pushbutton products, the bulb that illuminates the shift control housing is deep in the control head, and a special tool is usually required to reach it for replacement.

I have found that the bulb can be easily and quickly replaced by using a piece of cowl vent hose inserted over the top of bulb to hold and turn it in the socket. — Harold Starr, Hickory Motor Sales, Inc. (Dodge-Plymouth), 345 1st Avenue, S. W., Hickory, North Carolina.



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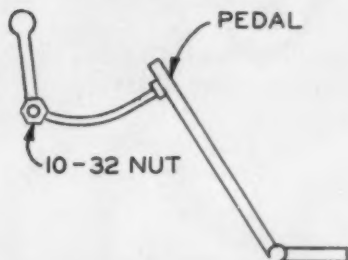
# \$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga.

### Correcting Clip Trouble In Mercury Accelerator

SOMETIMES on Mercurys since 1950 the spring clip holding the short rod connecting the accelerator pedal to lever under the floorboard breaks, allowing rod to slip out of the lever and resulting in no connection between pedal and the rest of the linkage of this mechanism.

To correct this trouble once and for all, remove the rod from pedal and lever and clamp it lightly in a



vice. Using a No. 10 x 32 machine screw, die-cut four or five threads on end of rod that goes in lever. (Rod is just the right size for this die.) Replace rod in pedal and lever, then tighten No. 10 x 32 nut on rod until it jams at end of threads. This will hold rod in lever from "now on" and still allow free movement of the parts.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

### Installing Grommets On Nash Products

GROMMETS in the shift levers under the hood and on the transmission of Nash cars are almost impossible to install without a special tool.

To make one, cut a 1" length of

pipe with an inside diameter slightly larger than the grommet and weld a flat washer over one end. Place the open end of the pipe against one side of the lever and the grommet on the other. Run a  $\frac{3}{8}$ " bolt through the pipe and grommet. With a flat washer against the grommet, use a nut on the bolt to force it into the lever. A small amount of Lubriplate or brake fluid on the grommet helps.—Victor McGee, L. E. Dick Motor Company, 415 North 7th Street, Mayfield, Kentucky.

### Correcting Any Stumble In Chevrolet Eights

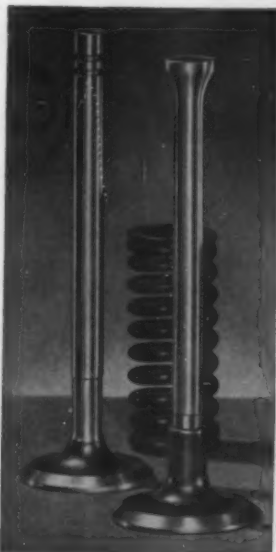
SOMETIMES on the eight-cylinder Chevrolets a stumble or flat spot may be experienced on the take-off, even though the carburetor is working properly and the engine is perfectly tuned.

To correct this condition, remove the intake manifold and remove carburetor from manifold. Thoroughly clean the heat passage through both cylinder heads, the manifold and in the base of the

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carburetor. Be sure the heat valve is working properly.—**Victor McGee, L. E. Dick Motor Company, 415 North 7th Street, Mayfield, Kentucky.**

### Replacing Spring Shackle On Chrysler Products

**W**E HAVE found time can be saved in replacing the left rear spring shackle on 1957 Chrysler product Suburbans by cutting the four rivets out of the left rear spring shackle bracket

where it is mounted to the frame.

Replace them with four  $\frac{3}{8}$ " x 1" bolts and nuts. Otherwise, it will be necessary to remove the fuel tank and the body extension to which the tank is bolted.—**James Ralph Bolick, Hickory Motor Sales, Inc., Hickory, North Carolina.**

### Servicing Distributor On Ford Products

**W**HEN removing and replacing the distributor on overhead-valve Ford, Mercury and Lincoln

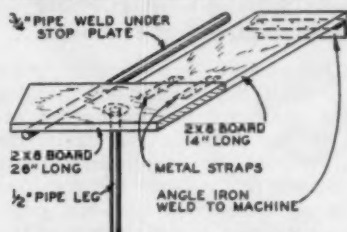
cars, the lower cap clip drops down and hangs in the plug wires or jams against the cylinder head.

After cap is removed, stretch a small rubber band from one clip to the other across the top of the distributor. This will keep them from interfering while the unit is being removed and replaced. — **Victor McGee, 1226 Ridgeway Street, Mayfield, Kentucky.**

### Making Platform to Use When Aligning Front

**H**ERE is a diagram of a permanent platform to stand on when aligning front-ends on 1955-model cars and up with shim-type suspension.

This is for use on the floor-type John Bean Visualiner front-end



ONE REQ. OPPOSITE HAND FOR FAR SIDE machine, and costs approximately \$6 to construct. — **Millard Shew, Service Salesman, Gaddy Motor Co., P. O. Box 510, North Wilkesboro, North Carolina.**

### Sealing Vent Glasses On Chrysler Cars

**U**SUALLY when body shops repair leaks at the vent glasses on '57 Chrysler cars, they bend the upper pivot brackets to place more pressure on the glass to seal around the weatherstrip. This requires more labor and may damage the pivot.

Repairs can be made quickly by removing pivot screw that goes through the glass and installing shims between the pivot and glass. Adding the shims will place more pressure on the weatherstrip for better sealing. — **Gene Elliott, Parts Manager, Hickory Motor Sales, Inc. (Dodge-Plymouth), 345 1st Ave., S. W., Hickory, N. C.**

### Bradenton Chooses Firkins

**F. B. Firkins, Bradenton (Fla.)** Nash Sales, has been chosen president of the Bradenton Automobile dealers Association. **C. A. Alderman, Bradenton Motor Co. (Ford),** is vice-president and **Lawrence Sauve, Lawrence Lincoln-Mercury Co.,** is secretary-treasurer.

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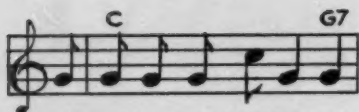


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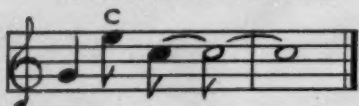
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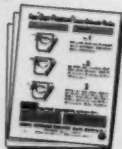
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Leaders of the Independent Garage Owners of America include (l. to r.): W. C. Wilder of Nashville, Tenn., secretary-treasurer; Ernie Welborn of Wichita, Kan., first vice-president; Ralph H. James of Tulsa, Okla., executive director; Paul O. Wilson of Toledo, Ohio, second vice-president; Howard Eves of Pasadena, Calif., president, and John R. Brennehan, Jr., of Willow Street, Pa., third vice-president. In inset are (l. to r.): Frank Hornyak of Struthers, Ohio, president of the Independent Garage Owners of Ohio, and Harold Grindle of Toledo, convention secretary. Paul O. Wilson is the convention chairman and principal hosts will be the various chapters of the IGO of Ohio.

## Garagemen from Many States to Go To Toledo for IGOA's Convention

**G**ARAGEMEN—some with their families— from many states are expected to attend the second annual convention of the Independent Garage Owners of America at Toledo, Ohio, June 20-23.

Directors of the group, whose membership exceeds 2,000, have previously invited all garagemen.

Ralph H. James of Tulsa, Okla., executive director, estimated the attendance would exceed 500.

The program details include:

June 20 — Registration from 8 a.m. Board meeting at 9:30 a.m. Bus leaves at 12:45 p.m. for Libbey-Owens-Ford glass plant tour. Reception party from 8 p.m. to 10 p.m., with the Toledo unit of the state association as host.

June 21 — Registration continues. Bus leaves at 8 a.m. for Champion Spark Plug plant tour. Board meeting at 9:30 a.m. Luncheon at 12:30 p.m. with Toledo manufacturers as hosts. Board meeting at 1:30 p.m. Reception party from 8 p.m. to 10 p.m. with the Toledo wholesalers as hosts.

June 22 — Registration continues. General session begins. Invocation by W. C. Wilder of Nashville, Tenn. Progress report by Ralph H. James. "Merchandising,"

by Albert Joseph, advertising manager of The AP Parts Corp., Toledo. Legislative report by Rep. John J. Connors, Jr.

Bus leaves at 10:30 a.m. to carry ladies and children to Toledo zoo. Bus leaves at noon to transport men to the zoo.

Picnic luncheon at 12:30 p.m. at zoo for all parties. General session at the zoo at 1:30 p.m. "Organization," by Howard Eves of Pasadena, Calif., IGOA president. "Safety," by Emerson Westwick of Insurance Underwriters. "Apprentice Training," by spokesman for U. S. Bureau of Apprentice Training.

At 3:30 p.m. bus returns women and children to hotel. At 4 p.m. bus returns the men to hotel. At 5:30 p.m. a cocktail hour begins.

A state government speaker will address the banquet which will begin at 6:30 p.m. at the Secor Hotel, with invocation by W. C. Wilder. Ray Stanish of Thompson Products will also speak on "Atomic Energy — Peasant Style."

Installation of officers will precede a dance which will run from 9 p.m. to 1 a.m.

June 23 — Board meets at 9:30 a.m. Convention ends at noon.

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The only electric wrench  
with BUILT-IN adjustable torque!

- Perfect balance, no operator shock, cut fatigue to bare minimum
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Sensational new **PET** "POWER CORE"  
makes every other  
impact wrench obsolete!

## HERE ARE THE FACTS...

There's no complex, delicate balance of close tolerance thrust and ball-bearings, springs and cams, to put the Pet Impact Wrench out of commission.

Instead, there's the simple, giant-strong Power-Core. The Power Core is Pet's exclusive energy accumulator...the most revolutionary advance in impact wrenches since the tool was invented.

The Pet Impact Wrench — with Power Core — has been submitted to the equivalent of five years of normal use, and finished the test as good as new!

The Pet Impact Wrench — with Power Core — hits maximum torque in 6 seconds; has a torque range of 105 to 275 ft. lbs.; delivers 1600 to 1800 impacts per minute; never overloads or stalls.

The Pet Impact Wrench — with Power Core — is simply and strongly built to give years of flawless performance.

And no other impact wrench costs less than the new Pet Impact Wrench...with the revolutionary new Power Core!

Authorized service stations in principal cities.

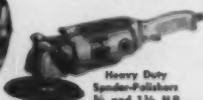
Sells for only **\$89<sup>50</sup>**

<p><b>DOES THE WORK OF 2 ORDINARY WRENCHES!</b></p> <p><b>1/2" to 1 1/2" BOLT CAPACITY</b></p> <p>Power Core's adjustable torque protects the little bolt, overpowers the big ones!</p>	<p><b>VARY THE TORQUE WITH THE ADJUSTING CAP!</b></p> <p>No stripped or twisted bolts; just vary the torque according to what you're working on!</p>	<p><b>CALIBRATED NOSE FOR CORRECT TORQUE!</b></p> <p>Calibrations for you make your torque adjustments accurately and quickly! Exclusive PET features.</p>	<p><b>REVERSE WITH A FINGER FLICK!</b></p> <p>Conveniently located slide switch lets you change direction quickly, easily. Full power reverse; can be reversed only while trigger switch is off!</p>	<p><b>NO OPERATOR SHOCK!</b></p> <p>Unique design of Power Core takes shock of impact directly transmitted to operator; reduces fatigue to absolute minimum!</p>	<p><b>TESTS SHOW LONGER LIFE!</b></p> <p>Because shock is absorbed by power core, every part stays in top shape to give whole tool longer life!</p>
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### COMPLETE LINE OF POWER TOOLS FOR AUTOMOTIVE USE



1/2 and 1/2 H.P. Grinders almost impossible to burn out.



Heavy Duty Sander-Polisher 1/2 and 1 1/2 H.P. Models for every need.



Standard and Heavy Duty 1/2" Electric Drills for every use.



Heavy Duty 1/2" Electric Drills for every use.

PORTABLE ELECTRIC TOOLS, INC. 320 West 83rd Street • Chicago 20, Illinois

mail to: GEORGE WEATHERS, Sales Manager  
PORTABLE ELECTRIC TOOLS, INC.  
320 West 83rd Street, Chicago 20, Illinois

SAJ 6/19

Please send me complete information on the revolutionary new PET Impact Wrench.

NAME \_\_\_\_\_  
POSITION \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

DISTRIBUTOR CAP



For the new distributor performance,  
always replace with these Delco-Remy  
original equipment quality parts.

CONTACT POINT SET



DISTRIBUTOR ROTOR





# **DELCO-REMY ORIGINAL EQUIPMENT SERVICE PARTS RESTORE LIKE-NEW PERFORMANCE TO DELCO-REMY EXTERNAL ADJUSTMENT DISTRIBUTORS**

Like-new performance can be easily restored in Delco-Remy external adjustment distributors when Delco-Remy original equipment service parts are used. Naturally so, for these parts are identical in every quality detail to the parts that went into the distributor when it was manufactured.

## **DELCO-REMY PARTS WORK BETTER BECAUSE**

- 1** DISTRIBUTOR CAPS are *designed* and *built* with specific characteristics including: functional overall shape; precision fit; scientifically shaped, voltage-saving internal ribbing; highly dielectric, shock-resistant quality materials.
- 2** ROTORS are *designed* and *built* to combine maximum strength with minimum weight; with superior balance to insure smooth rotation at high speeds; with voltage-saving contours for trouble-free, easy mounting and for radio noise suppression (resistor models).
- 3** CONTACT SETS are one-piece assemblies, precisely adjusted and aligned; easier to install and readily adjustable *while the engine is running!*

Always replace with Delco-Remy original equipment service parts when you service Delco-Remy equipped cars and trucks. They are available from your car or truck dealer or the United Motors System.

**DELCO - REMY • DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA**



GENERAL MOTORS LEADS THE WAY—STARTING WITH

# **Delco-Remy**

**ELECTRICAL SYSTEMS**

## NSPA Hears Parts-Number Attack, Car Dealer Discount Discrimination

**C**AR dealer discount discrimination and the continuing parts numbers confusion got a drubbing last month from a veteran Chicago garage operator who addressed the annual convention of National Standard Parts Association at Boston.

Mel Turner asserted he "would not let an extra five or ten per cent from a car dealer jeopardize our independent source" but "it is unfortunate that some of you manufacturers do not believe in this double-play combination and are still giving car dealers preference on your discount schedules."

Among reasons for continuing the parts numbers confusion, he declared, are "changing a hole or a fitting just to create a new part number" and "to make it difficult for the jobber salesman to feed into competitors' stocks without the timely use of conversion charts."

Now, he said, garagemen "need

a little unconfusing. If the manufacturers are purposely trying to waste the jobber and garageman's time with these tricky and duplicate parts numbers, they have been most successful. However, it may work in reverse, because these tactics certainly do not encourage us to stock parts."

He was one of a long list of speakers heard by the hundreds of wholesalers and manufacturers.

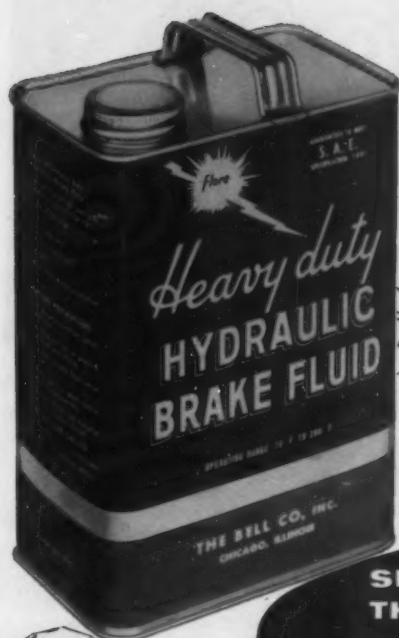
Officers elected, other than the ones shown at right, included these wholesalers and manufacturers named directors: Max W. Pollard of Sterling, Colo., Howard B. Weaver of Los Angeles, E. W. Windsor of The Sherwin-Williams Co., Cleveland, O., T. C. Parriott of E. I. du Pont de Nemours & Co., Wilmington, Del., M. S. Bandoli of Pendleton Tool Industries, Los Angeles, and Roger S. Heidenheim of McQuay-Norris Mfg. Co., St. Louis, Mo.



Edward Gammie (top) vice-president, Victor Mfg. and Gasket Co., Chicago, was elevated from the senior vice-presidency to the presidency of NSPA. John Reynolds (next to top), vice-president of Straus-Frank Co., Houston, Texas, was named senior vice-president and James A. Wheatley, Jr., (third from top), sales manager of Grey-Rock Division of Raybestos-Manhattan, Inc., Manheim, Pa., succeeded him as junior vice-president. C. Howard Hout (bottom), executive vice-president of Keenan Auto Parts Co., Albany, Ga., was among the directors elected.

**The Complete *Ace High* Line of  
Tire and Tube Repair Materials**

FOR COMPLETE INFORMATION — WRITE  
**ACE RUBBER COMPANY**  
BOX 6147 DALLAS, TEXAS



**IT PAYS!**  
**CHECK BRAKE FLUID and**



**make AN EXTRA PROFIT**

SERVICE WITH  
THE FINEST!

use **FLARE**

**SAE 70 R1 HEAVY DUTY  
BRAKE FLUID**



**HERE'S THE HEAVY DUTY  
BRAKE FLUID REQUIRED  
BY MOST STATES**

Flare is registered in all states required by law. It mixes perfectly with all original fluids. Helps prevent vaporlock, will not damage metal and rubber parts or form sludge or gum. Available in 12-oz., pint, quart, gallon, 2½-gal., 5-gal. and 54-gal. sizes.

Add a brake fluid check-up to every oil change job—and you'll add a constant flow of extra sales to your service billing. When you check regularly, you insure safe driving for your customers and easy extra profits for you!

**GET THE BONUS #100**

**Flare DEAL**

Regular Dealer Price **\$15.95**  
**\$19.25**

\*Prices slightly higher in Canada

Other Quality Automotive Chemicals  
Profitably Used by Thousands of  
BELL Customers

Automatic Transmission Fluid • Cements  
• Radiator Chemicals • Cleaners • Polish  
• Rubber-Lube • Top and Tire Dressings • and  
many more. Send the coupon for complete  
information free.

**THE BELL CO., INC.**

411 N. Wolcott Ave., Chicago 22, Ill.  
In Canada: Bell Chemicals Ltd.  
156 Bathurst St., Toronto, Ontario

2½ gallon can with automatic  
dispensing pump. No fussing,  
no spilling. One "shot" deliv-  
ers 2 ounces of Fluid... clean  
and undiluted. Universal top  
also fits all standard gallon  
cans. 7-ft. hose reaches every  
master cylinder.



MAIL THIS COUPON

THE BELL COMPANY, INC.

411 N. Wolcott Ave., Chicago 22, Ill.

- ☐ Send me the name of my nearest jobber for the FLARE BONUS #100 deal.  
☐ Send me FREE information on other FLARE PRODUCTS.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

My JOBBER is \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_



Officers of AERA for the new year include (l. to r.): F. C. Bradley, Jr., of New Haven, Conn., second vice-president; Leonard Connitt of Piston Ring Service Co., New Orleans, first vice-president; Paul L'Heureux of Montreal, Que., a new director; Fred A. Lambert of Los Angeles, president, and S. M. "Bee" White of Motor Bearings & Parts Co., Raleigh, N. C., a new director. The veteran executive vice-president of AERA, Robert G. Patterson, appears above. Not shown are Charles W. Yount of Indianapolis, treasurer; H. B. Eldridge of Universal Parts & Service, Inc., St. Louis, Mo., reelected a director, and Peter E. Casey of Worcester, Mass., a new director. Under usual procedure Connitt would be elevated to the presidency at the 1958 convention, to be held May 11-14 at the Sheraton-Park Hotel in Washington, D. C.

LOW ... BUT BEHOLD!



**JOYCE H-master frame lifts**

*Handle ALL '57 cars!*

Joyce H-Masters and Adapters bought several years ago are handling all 1957 cars without modification—proof of Joyce far-sighted design that protects your lift investment.

The H-Master Frame Lift assures greater under-car accessibility for fast, profitable maintenance and relaxed wheel suspension for faster,

better lubrication. One-wheel locator gives fast, accurate car spotting. Where necessary to use auxiliary support pads (light trucks, sports cars and wide or "X" frame cars), Joyce lightweight, single-unit aluminum Universal Adapters are unsurpassed.

Because of extremely long wheel base of series 75 and 85 Cadillac—these two models cannot be handled on any frame contact lift.

CALL YOUR JOYCE JOBBER TODAY!

**THE JOYCE-CRIDLAND CO.**

U.S.A.: DAYTON 3, OHIO

CANADA: Midland Foundry & Machine Co., Ltd., Midland, Ontario



#### Thor Moves in Houston

Thor Power Tool Co., Chicago, has moved its Houston, Texas, office, formerly located at 7241 Harrisburg Blvd., to new and larger quarters at 5503 Lawndale Ave. Branch Manager R. F. Caslin said the move would enable the company to provide better sales and service facilities to Texas distributors. The Houston branch also serves southern Arkansas and the western fringe of Louisiana.

"We have added two new salesmen, Wes Knadle of Jacksonville, Fla., formerly with Bowman Products, Cleveland, O., and Jack Gross of Decatur, Ga., formerly with Fulwell Motor Products, Cleveland," announced Ben Carlin, president of King Sales Co., Jacksonville.

\* \* \*

Bill Fullmer has joined the machine shop operation of Walter S. White Auto Parts, Inc., Birmingham, Ala., according to President George P. Rogers.

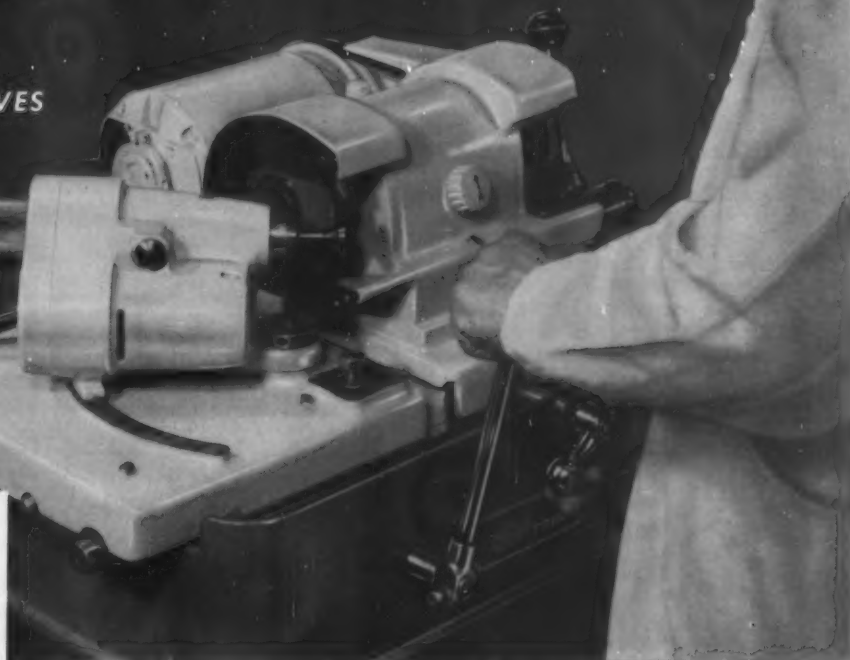


# Announcing an all-new THOR VALVE-REFACER

STREAMLINED

GRINDS THE  
SMOOTHEST VALVES  
IN TOWN

All Thor automotive  
air and electric tools  
can be purchased on  
an easy payment plan.



## Precision engineered for smoother valve jobs! Simple operation! No vibration!

If you grind valves you *know* that it takes far more than just a perfectly dressed wheel to produce mirror finishes.

You need a valve refacer that is designed to deliver smooth, vibrationless power at efficient surface grinding speed . . . and here it is! The completely all-new Thor Series 300 Valve Refacers, packed solid with *machine tool* features:

Precision machined wheel spindle is mounted in enclosed temperature compensated ball bearings. All sealed ball bearings are spring loaded to maintain perfect alignment.

Pre-stressed and balanced V-Belt drives in wheel head and pump eliminate vibration. Advanced type V-Belt in valve head assures smooth, chatter-free finishes.

Highly efficient coolant pump is free running, high capacity, and located below slide rod

mountings to eliminate vibration. Two-way coolant control operates from a single valve . . . offers efficient control from light to full flow . . . coolant channels totally enclosed to eliminate tubing.

Thor's new, fast action chuck control allows you to change valves with a one-quarter turn. Micrometer indicator dial on the grinder head's  $\frac{3}{4}$ " feed screw mounting permits positive, close tolerance control.

See for yourself, right in your own shop. Ask your Thor jobber for a demonstration. Put a new Thor on your valve jobs for more profits. Thor Power Tool Company, Prudential Plaza, Chicago 1, Illinois.



**THOR POWER TOOL COMPANY, CHICAGO**

*Branches in all principal cities*

## Texas Places Second In Gas Consumption

**T**EXAS ranked second to California in gasoline consumption in the United States last year when 56 billion gallons was consumed, according to the annual survey of the American Petroleum Institute.

Emphasizing the extent of the many pressures on the petroleum industry — pressures that can be met only by constant expansion and development — the 1956 peak represented an increase of one and three-quarter billion gallons over the previous high in 1955.

The record-breaking figure includes both motor vehicle and off-highway consumption — fuel consumed by stationary engines, tractors, airplanes and other such units.

California accounted for five and a third billion gallons in 1956.

Texas, with four and one-half billion gallons; New York, with three and two-thirds billion; and Ohio, with slightly more than three billion, followed California in that order. Others in the first ten, and their consumption rates for 1956:

Pennsylvania, 2.9 billion gallons; Illinois, 2.8 billion gallons; Mich-



"He says it's the gas and not the carburetor 'cause he adjusted the carburetor himself."

igan, 2.4 billion gallons; New Jersey, 1.8 billion gallons; Indiana, 1.7 billion gallons; and Missouri, 1.6 billion gallons.

Tennessee joined the billion-plus group last year for the first

time. Others in this category, in addition to those already named, are Florida, Georgia, Kansas, Iowa, Massachusetts, Minnesota, North Carolina, Virginia and Wisconsin.

One state, South Dakota, and the District of Columbia, registered decreases in total consumption in 1956.

Consumption by the states included:

	1955	1956
Ala.	826,043,000	886,817,000
Ark.	517,455,000	552,456,000
Del.	143,877,000	155,526,000
D. C.	207,013,000	204,258,000
Fla.	1,373,086,000	1,533,671,000
Ga.	1,104,241,000	1,169,369,000
Kan.	1,027,915,000	1,039,569,000
Ky.	778,836,000	817,727,000
La.	838,359,000	876,621,000
Md.	768,602,000	820,070,000
Miss.	579,838,000	610,052,000
Mo.	1,544,227,000	1,601,864,000
N. M.	336,343,000	389,125,000
N. C.	1,254,148,000	1,311,886,000
Okla.	920,464,000	943,706,000
S. C.	627,314,000	664,152,000
Tenn.	975,778,000	1,036,984,000
Texas	4,438,232,000	4,495,889,000
Va.	1,127,364,000	1,198,877,000
W. Va.	461,372,000	482,601,000

### Skillman Joins Stroud, Walden

Henry H. Skillman has joined Stroud and Walden, Charlotte, N. C., to cover that firm's Virginia territory. Skillman, formerly employed by Hastings Mfg. Co., resides at 2414 Buckingham Ave., Richmond, Va.

## ATTENTION... JOBBER • DISTRIBUTORS

"Little Lube" takes pride in announcing that the **FRANK H. WILLIAMS COMPANY** has been appointed as our exclusive representatives for Florida, Georgia and Alabama.

Our fast moving line of lubrication products include ...

- Grease Guns • Grease Hoses
- Grease Fittings • Couplers

Priced for quick turnover and YOUR profit.

\*Certain desirable sales territories still available in Florida, Georgia and Alabama.

For complete details write ...

**FRANK H. WILLIAMS CO.**  
Representative  
Box 665, Covington, Ga.  
Telephone 2366

or  
write  
direct  
to ...

**UNIVERSAL  
LUBRICATING  
SYSTEMS, Inc.**  
Oakmont, Penna.

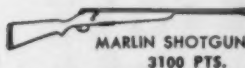
There's a **BIG PROFIT** in handling **RUST MASTER PRODUCTS**

Here are **8**  
new ones to  
choose  
from

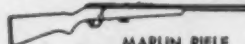
FLYING START  
ROLLER SKATES  
300 PTS.



BOYS' FISHING OUTFIT  
300 PTS.



MARLIN SHOTGUN  
3100 PTS.



MARLIN RIFLE  
2400 PTS.



SIEBERT  
AUTO SEAT  
325 PTS.

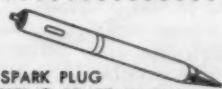
ROSCO  
LAWN  
SPRINKLER  
175 PTS.



FUN TIME  
PLATES  
WALL  
REMINDER  
100 PTS.



SPARK PLUG  
TESTING PENCIL 85 PTS.



### YOUR JOBBER HAS ALL THE INFORMATION AND THE ORDER FORMS

Complete instructions are on every RUST MASTER Product coupon, and on our premium catalog sheet Bulletin #5608 and on our new premium catalog supplement Bulletin #5608A... Ask Your Jobber For Them! And MOST IMPORTANT — START SAVING YOUR RUST MASTER PRODUCT COUPONS RIGHT NOW.

# and terrific **FREE** PREMIUMS TOO!

Every carton of Rust Master products you buy — to sell at a good profit — contains a bonus coupon worth a given number of points. See how fast they add up to the total you need to obtain any of the valuable premiums shown.

1 CARB MASTER WORTH  
COUPON..... 125 PTS.

1 RUST MASTER WORTH  
COUPON..... 100 PTS.

1 SLUDG-MASTER WORTH  
COUPON..... 85 PTS.

1 CARB MASTER WORTH  
8 OZ. COUPON 79 PTS.

1 LEAK MASTER WORTH  
COUPON..... 75 PTS.



### WATCH FOR THE COUPON IN EVERY CARTON OF

- Rust Master
- Carb Master
- Carb Master 8 oz.
- Sludg-Master
- Leak Master

NOTE: This offer void in any state where prohibited or otherwise restricted. Purchase or sale of this certificate prohibited. Certificates are non-transferable, and will be honored only on presentation by authorized retailers, acting as our agents, according to the terms of this offer, and only on submission of proof of purchase of merchandise under this offer from an authorized distributor.



PRODUCTS WORK WHILE YOU RIDE!

**Rust Master**  
CHEMICAL CORP.  
MFG. CHEMISTS

50-56 CREIGHTON ST., CAMBRIDGE 40, MASS.  
*The silent partners of motor efficiency*

NO MUSS NO FUSS JUST POUR NO MORE



**PLUS**  
The original  
10

CORY DELUXE  
AUTOMATIC  
ELECTRIC  
COFFEE MAKER  
3190 PTS.



PROCTOR  
AUTOMATIC  
TOASTER  
1182 PTS.



COLONEL  
CARVING  
SET with  
SERVING  
BOARD  
1347 PTS.



CASCO  
STEAM IRON  
1006 PTS.



COLONEL  
CARVING  
SET  
940 PTS.



ZIPPO  
TABLE LIGHTER  
759 PTS.



GOODELL  
CUTLERY  
SET  
341 PTS.



GOODELL  
STEAK  
KNIFE  
SET  
280 PTS.



CORDOMATIC  
CLOTHESLINE  
REEL  
220 PTS.



GOODELL  
CLEAVER  
SET  
170 PTS.





# LOCATE TIRE LEAKS INSTANTLY... with Amazing New **Detecto-Mist** by KEN-TOOL

**Saves Time — Saves Work  
ENDS MESSY DUNKING!**



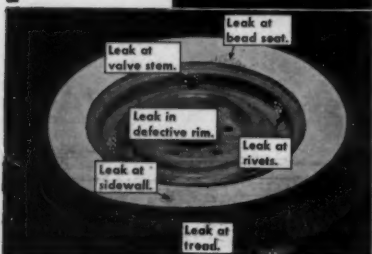
Simply spray tire and rim with *Detecto-Mist* — on or off the vehicle — and the tiniest leak shows up in a mountain of bubbles. For all tires—tubeless and tube-type. One quart of concentrate tests 900 to 1000 tires.



**D-100**  
*Detecto-Mist Spray Unit.* Portable 1-qt. size. Ideal for service stations and trucks. Solid brass. Automatic air release keeps solution from aerating.



**D-101**  
*Detecto-Mist Spray Unit.* Holds 3 gallons. Suitable for larger operations. Automatic air release.



**SEE YOUR JOBBER** for Ken *Detecto-Mist* Solution and Spray Units. Locate leaks instantly in large or small tires—passenger car, truck, earthmover, bus, aircraft—on or off the vehicle. Made by the world's largest exclusive mfrs. of tire-changing tools and equipment.

**The KEN-TOOL Mfg. Co.**  
AKRON 5, OHIO



Officers of the Automotive Wholesalers' Association of Alabama for the next year include (l. to r.): seated, D. B. Jones of Opelika, who was re-elected president; Carl Davis of Mobile, vice-president; John W. Rooney, executive secretary, and Lee W. Meriwether, Jr., treasurer, both re-elected and both from Montgomery, and the following directors and alternate directors: Roy White of Oneonta, Carl Kennedy of Tuscaloosa, Jack Rhodes of Birmingham, W. W. Fox (beginning in back row at left) of Gadsden, Roy Jones of Selma, T. W. Nelson of Alexander City, Sam Meadows of Montgomery, John Briggs of Evergreen, Ernest Kaufman of Huntsville and E. J. Arata of Mobile. Directors absent included E. J. Briscoe of Decatur, William T. Campbell of Sylacauga, James M. Taylor II of Andalusia and O. M. Johnson of Dothan. This was the association's 19th annual convention.

## Lack of Support by Boosters, AAR And Factories Is Cited by Ira Saks

**T**HERE'S been no difficulty in getting senators and congressmen in Washington to listen, but Ira Saks said he had been surprised that "the independent manufacturers, the AAR members and the Boosters" had been in many instances "non-committal" on the program which he has been directing as executive director of the Anti-Monopoly Committee of the Automotive Service Industry.

The former Cleveland, Ohio, manufacturer and a Booster member himself closed his address before the 19th annual convention of the Automotive Wholesalers' Association of Alabama with the remark.

The committee was created over a year ago to combat what has been termed "coercive selling" by car factories and major oil companies and to attack car factories' use of "genuine" in applying to parts which they place in the aftermarket.

He reviewed the decline of the wholesaler's share of the market from 60% to 30% and asserted that "coercive selling" had been abetted by conditions after World War II under which "the average car dealer was willing to do almost anything he was told to do in order to get new cars to sell."

"Threats" were used to enforce this selling, he said, and "every

now and then you see one of these threats put into effect in order to keep the others in line."

A "free market" can be obtained, Saks said, "without this monkey on our back which is coercive selling."

"Never before has Washington been as sympathetic to the problems of small business as today," he declared. But to have factual information to present, obtained by trained investigators, and to promote the program of the committee generally requires funds, he added.

The association, whose convention was attended by approximately 120 persons, voted to take up in district meetings the matter of contributing to the program.

Don B. Jones of Opelika, who was accorded the rare honor of being re-elected president, reported that association membership had climbed 25% in the last eight months to a total of 110.

The fire and casualty insurance program being carried through Universal Underwriters "is saving some of the members more than their annual dues," he said.

A scroll was presented to Jones for his outstanding service.

The May 31-June 1 program featured two speakers other than Saks. They were the Rev. Carl Adkins, D.D., of the Dauphin Way Methodist Church, Mobile, and Cecil M. Hunter of Tulsa, Okla.



*Big "Prestone" anti-freeze Fall ad campaign will tell your customers:*

# "Go to the dealer who can provide proper servicing!"



**TV, Radio, and Newspaper** ads will send them to you, the dealer who can provide proper servicing... give them the **GREEN TAG** with its famous guarantee!



The GREEN TAG is the heart of a great program of TV, Radio and Newspaper advertising that steers car owners to you — for complete cooling system service and proper installation of "Prestone" brand anti-freeze.

You make extra service and product sales, *that much extra profit* — thanks to this advertising. And you build up a steady, loyal following of customers who come back again and again... for the services only *you* can offer!

The terms "Prestone", "Eveready", The Green Tag, and "Union Carbide" are trade-marks of Union Carbide Corporation  
NATIONAL CARBON COMPANY • Division of Union Carbide Corporation • 30 East 42nd Street, New York 17, N. Y.





This plant, representing an investment of approximately \$1,000,000, was dedicated last month at Atlanta, Ga., by The Premier Autoware Co., whose headquarters is at Cleveland, Ohio. It has 51,000 square feet of space and will serve car dealers and fleet accounts in the Southeast with its line of fastener parts

and gaskets. A similar, and a very likely larger, warehouse will be erected at Dallas, Texas, possibly by next year. Chairman of the Board Jack N. Mandel told SAJ editors. The Atlanta facility is larger than the one recently opened at Los Angeles for the West Coast trade. A reception marked the Atlanta opening.

### Rotary Lift Appoints Reber

Schuyler C. Reber has been appointed sales manager of the Automotive Lift Division of Rotary Lift Co., Memphis, Tenn., President Hugh Allan announced. Reber was formerly sales manager of American Saw & Tool Co., Louisville, Ky.

E. C. "Pete" Howell (right) of Greensboro, N. C., formerly with Maremont, is now assistant district manager of Thermoid Co. The district office, headed up by William A. "Bill" Shope, Atlanta, serves all or parts of the Carolinas, Tennessee, Alabama and Georgia.



### Dill Mfg. Names Caster

Paul M. Caster has been appointed sales representative in Ala-

bama, Kentucky, Louisiana, Mississippi and the middle and western portions of Tennessee for Dill Mfg. Co., Cleveland, O.

## AT YOUR BEAR JOBBER'S



**Look for this Display of TIME-SAVING, MONEY-MAKING**

# BEAR

## TOOLS and GAUGES



Make this Bear Display Board your Idea Center! Examine and get the "feel" of the latest wheel service tools. You'll discover that a regular look at this display will give you a lot of new and valuable ideas about cutting corners and increasing your profits on such wheel alignment and balancing operations as toe-checking, camber correction, hub and wheel weight removal, etc. Next time you're at your Bear Jobber's, don't miss seeing this Bear Display!

**BEAR Mfg. Co., Dept. S-1, Rock Island, Ill.**

1597

Nobody throws away a pair of shoes when the shoe laces break....

*no need, either, to junk those faulty tail pipes! Repair them easily with*  
**Quaker Supreme-TAIL PIPE REPAIR KIT!**



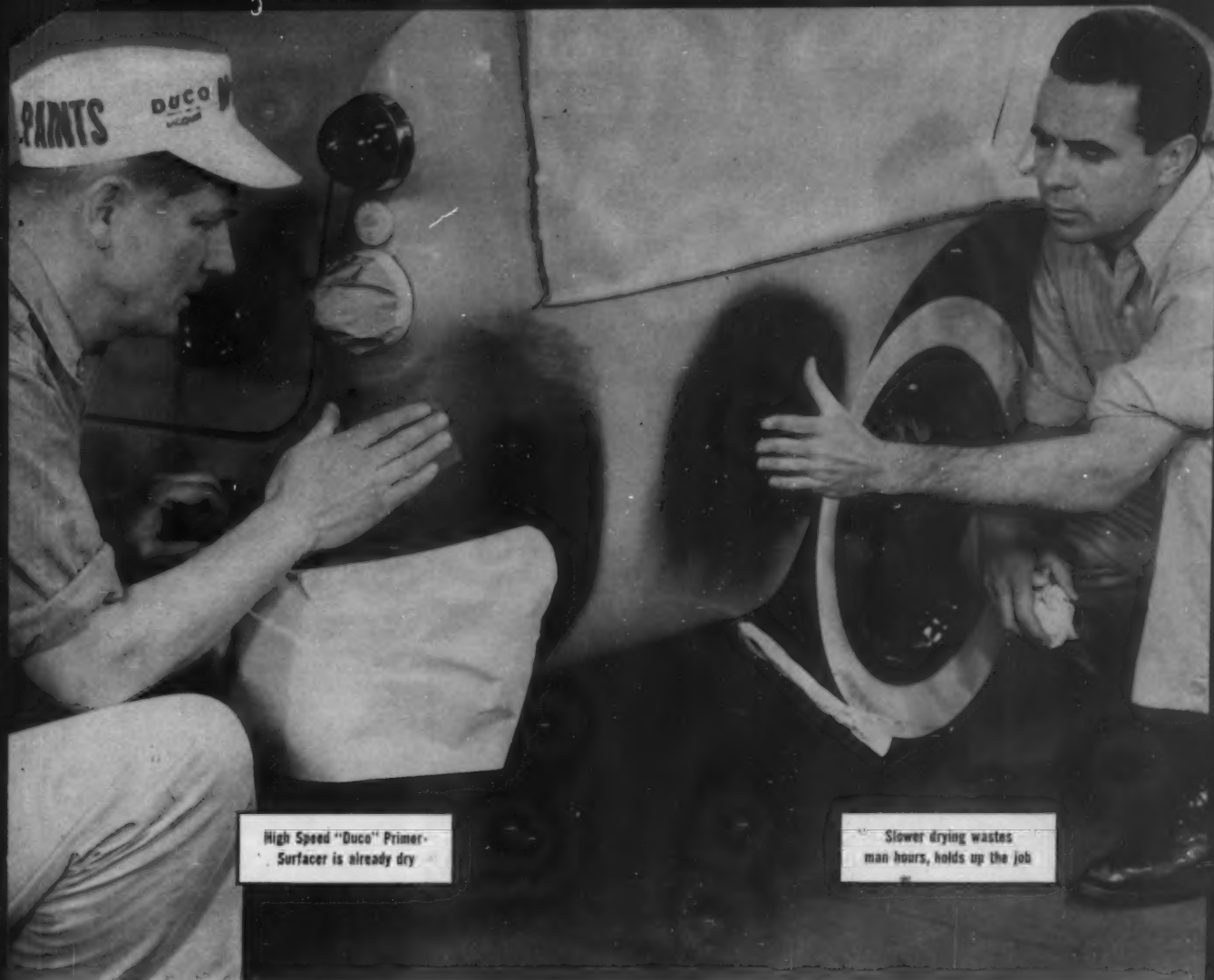
**4 numbers give 100% coverage!**  
**No inventory problems**



Install it in 5 MINUTES! Remove rotted tail pipe end with hack saw. Slip TAIL PIPE REPAIR KIT over old tail pipe; move back until the rear is even with bumper; tighten repair kit clamp and refasten tail pipe hanger. It's the hottest PROFIT MAKER in the industry! Packaged individually boxed or in assortments.

SOUTHEAST REP.: L. M. HIRSIG CO.

**Quaker Supreme Chemical Corp.**  
**MONTGOMERY • ALABAMA**



High Speed "Duco" Primer-Surfacer is already dry

Slower drying wastes man hours, holds up the job

## Primer-Surfacer drying test shows how to speed up spot repairs

• To prevent time-wasting delays, *test* the drying time of your primer-surfacer. You'll get really fast drying with Duco® Lacquer High Speed Primer-Surfacer. It gives you *all the speed that can be built into any primer-surfacer without sacrificing other easy-working features*. It fills fast, dries fast, sands fast—and has a beautiful color holdout for high gloss with less rubbing. That all adds up to important shop savings. And with its economical reduction—1 gallon gives 3 at the gun—High Speed "Duco" Primer-Surfacer actually costs *less* than many so-called "bargain" primers. It pays to get the best—"Duco" Primer Surfacer!

*Fast-drying  
Easy-sanding  
Money-saving*

**"DUCO" LACQUER HIGH SPEED PRIMER-SURFACER**

DU PONT REFINISHING MATERIALS



REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY



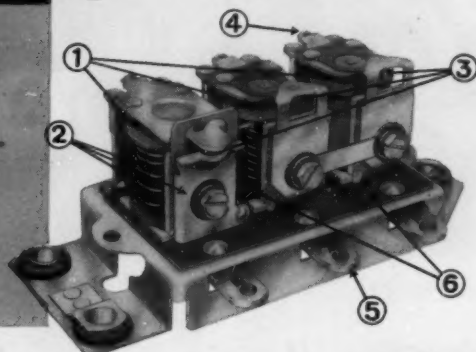
# New!

## P & D REGULATORS

### Quality Controlled

The answer to better performance, dependably long service, is in the close control over quality exercised by P & D engineers. That's why you know you can use and recommend P & D parts with confidence. For instance — check the NEW P & D Voltage Regulators—

- 1 PROPERLY DESIGNED COILS, plus temperature compensation — best output for battery needs.
- 2 LOW VOLTAGE DROP—low resistance insulated windings, rugged metal structure, copper as conductor — make the coolest running regulator on the market.
- 3 CONTACTS — of special alloy for stability and long life.
- 4 SPRINGS — balanced for reliable action even through severe shock.



- 5 HEAVY STEEL TERMINAL BOARDS — for good connections and no stripped threads.
- 6 INSULATION — Top grade phenolic plate and plastic sleeves.
- 7 PLASTIC COVER—for identical settings after regulator is closed against dust, water and trouble.

# SURE!

The profit's in the  
P & D Quality Controlled line!



## MANUFACTURING CO., INC.

Established 1920

19-02 Steinway St., Long Island City 5, N.Y.

Export Sales: Borg Warner International, 36 So. Wabash Ave., Chicago 3, Ill.

On invitations issued by J. S. Cooper, general sales manager of Oxburn-Abston & Co., Inc., Memphis, Tenn., unit of Oxburn, Crow & Yantis Co., sales representatives of 84 automotive parts, equipment and supply manufacturers gathered recently to participate in the company's "Optimistic Approach" program. Many phases of the wholesaler's operations were detailed and clarified. Guests were given full opportunity to make recommendations for more productive cooperation between manufacturer and wholesaler representatives. At right appears Frank Norfleet, vice-president and general manager.

### Alemite Appoints Tuttle

Appointment of Jack L. Tuttle, formerly of Dallas, Texas, as new distributor of Alemite and Stewart-Warner Instrument products, with headquarters in Atlanta, Ga., has been announced by Marketing Division Manager E. N. Robinson, Alemite and Instrument Division of Stewart-Warner Corp. Tuttle's territory will encompass that formerly served by the Atlanta branch of The Alemite Co. of the Southeast, Jacksonville, Fla., and other territory which can best be served from Atlanta.

### Employees Buy Texas Firm

Miller Auto Supply Co., Hereford, Texas, has been purchased by employees Wendell Burdine and Sandford Smith. The business was moved across the street and opened as B & S Motor Supply.

Bob Johnson succeeds James Searcy, Jr., as manager of the Richmond, Ky., branch of Womwell Automotive Parts Co., Lexington, P. W. Shaw, purchasing agent, announced. Searcy is now manager of the Mt. Sterling branch.



# TOP NAME

in the chassis lubrication field



"Brings me lots of extra business"

**More than  
650 million pounds  
of Marfak  
have been sold.**

Texaco *Marfak* represents the top in chassis lubricant quality. No other chassis lubricant matches it in performance, and no other chassis lubricant has been so heavily advertised and promoted.

No other chassis lubricant does so good a job at pulling in customers and bringing them back. You know what that means. It leads to more sales of oil changes, tires, batteries and other items... for Texaco Dealers in all 48 states.

THE TEXAS COMPANY



*No wonder TEXACO DEALERS are such busy dealers!*

## Tarheel Contestants Win Trip to Mexico

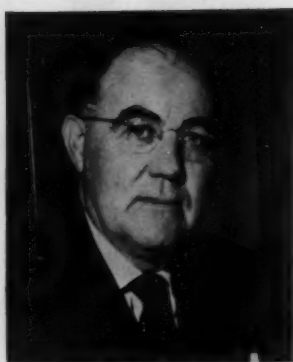
A RECENT sales contest sponsored by United Automotive Service, Winston-Salem, N. C., and The Morgan Co., Houston, Texas, resulted in two jobbers, four salesmen and their wives winning a plane trip to Houston and Mexico.

The group of 11 were greeted by Gordon Morgan, president of The Morgan Co., and a tour was made of the Morgan plant on the outskirts of Houston. During their stay, the travelers visited Brownsville and Matamoros, Mexico. They headquartered at the Shamrock-Hilton Hotel in Houston.

Making the trip were H. A. Tuttle and James Truitt of Greensboro, N. C.; Paul A. Brown, Tony L. White and Dexter Smith of Winston-Salem, their wives and Joe Tilley, also a resident of Winston-Salem.

## Dayton Rubber Appoints Smith

Dayton Rubber Co. has appointed R. S. Smith southwestern regional manager of its automotive wholesalers division. Smith will headquarter in Dallas, Texas.



Promotion of B. Leo Wilson to director of sales for Allied Precision Products, Dunedin, Fla., has been announced by General Manager B. C. Skinner. Wilson, who will headquarter in Atlanta, Ga., was formerly a manufacturer's agent and a manufacturer of automotive chemicals. Prior to his present position with the company, he was in charge of sales development with major fleet accounts.

Gates belts, Cole - Hersee switches, Dole thermostats and Leece-Neve have been added to the lines of Medart Auto Electric Co., Inc., St. Louis, Mo.

## Dimmick Promotes Hebert

C. L. Hebert has been appointed general manager of Dimmick Supply Co., Inc., Lake Charles, La., President Ira C. Dimmick announced. Hebert has been with the company 25 years and most recently in charge of the Opelousas store. H. L. Hutchison, who has been manager of the Lake Charles store, has been named sales manager for the entire organization.

## Schoellkopf Appoints Miller

Appointment of J. A. Miller to the sales staff of the automotive division of The Schoellkopf Co., Dallas, Texas, has been announced by President George H. Norsworthy. Miller, who will represent the company in north and central Texas, was for a number of years owner of the Jim Miller Co. of Blue Springs, Mo., manufacturer's representatives.

Clinton engines and parts and Packard cable have been added to the line of Green Auto Parts Corp., Harrisonburg, Va., President Walter F. Green announced.

# "\$16,000

## A YEAR

### SERVICING

### RADIATORS!"

"My first year I took in \$12,000. My second year \$16,000!"

McRILL AUTO SERVICE  
TWIN FALLS, IDAHO

MANY MAKE OVER \$10,000 A YEAR! "After 3 months we are doing \$850 per mo. in radiator work and increasing all the time"—Robbins Motor Co., Marlow, Okla. "Now going at rate of \$18,000 a year," says Clough, Storm Lake, Ia. You, too, can do this well!

20,000,000 Radiators Need Servicing Yearly! And with today's engine power increased, cooling capacity decreased, radiators will require more service than ever! Get your share of this huge profit potential—now!

Inland, the industry's leader, offers equipment, training, Pays-For-Itself purchase plan—advertises nationally to attract radiator servicing business to Inland-equipped shops. Mail coupon for Free Book today.

### INLAND MFG. CO.

1108 Jackson St., Dept. SA-6 Omaha 2, Nebr.

World's Largest Manufacturer of Radiator Servicing Equipment

"SOLD EXCLUSIVELY BY MAIL"

### FREE TRAINING SCHOOL

Factory school trains you or your man quickly: Cleaning, repairing, recoring, pricing, everything! FREE to Inland customers.

WRITE

INLAND MFG. CO., Dept. SA-6 1108 Jackson St., Omaha 2, Nebr.  
Please send new free book, "Blue Print For Profits."

FIRM

(PLEASE PRINT)

ADDRESS

CITY

ZONE STATE

BY

TITLE

If dealer, make of car sold.

Are you now operating a radiator dept.? ☐ Yes ☐ No

## LEE LIFETIME

Valve Refacer

SUPER FINISH

AND  
EXTREME  
ACCURACY

- Zero to 90° positive stop — and minus one degree setting
- V-ways with automatic take-up for wear
- Collet Chuck



MODEL K403C

Occasionally a manufacturer develops a product that is so outstanding that the trade gives it a rousing welcome. The K. O. Lee Lifetime Refacer is such a product.

The K403C refacer does an exceptionally fine job of grinding valves—providing a super finish seldom equaled by more expensive machines.

K. O. Lee Company, Aberdeen, S. D.

## De Soto Sales In Upward Trend

DETROIT—DeSoto sales in January and February have increased 11 per cent over the first two months of 1956.

Sales were equal to the first two months of the record year of 1935, according to J. B. Wagstaff, De Soto vice president.

In the 12 months of 1956 De Soto reported more than a 15 per cent increase in its price class. It was one of five automobile manufacturers to increase its share of the total market in 1956.

## 1957 De Soto Sales Continuing Upward

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## Increase Noted In DeSoto Sales

DETROIT, March 16 (Special)—De Soto sales in January and February 1957 have increased 11 per cent over the first two months of 1956.

## DeSoto Series Successful In Its First Year

A new series of cars, called the De Soto Firesweep, successfully established itself as a permanent member of the De Soto line.

Since its introduction four months ago the Firesweep has accounted for 32.8% of total De Soto sales and has moved strongly in the lower medium price field, steadily increasing its penetration.

Mr. J. B. Wagstaff, vice president, De Soto Division, Chrysler Corp., said the Firesweep's success was due to its low price tag and its superior performance.

## De Soto Reports Climb in Sales

DETROIT—De Soto sales in January and February 1957 have increased 11 per cent over the first two months of 1956.

Sales were equal to the first two months of the record year of 1935, according to J. B. Wagstaff, De Soto vice president.

## De Soto Hails Success Of New Series

The Firesweep made its appearance at the time of the introduction of the 1957 De Soto line last fall. The Firesweep carries a lower price tag than either of the other two De Soto lines, the Firedome and Fireflite.

Since introduction, the Firesweep has accounted for 32.8% of total De Soto sales, according to J. B. Wagstaff, vice president.

## Firesweep Now Member Of De Soto Line

A new series of cars, called the De Soto Firesweep, has suc-

**it pays to be a De Soto dealer!**



**meet America's newest, most talked-about volume car... De Soto FireSweep**

## Tom Kleene:

## Lower Price Models Boosting De Soto Sales

De Soto's move into the lower medium price class by the addition of a new series to its 1957 model lineup appears to be paying dividends.

Judging by early model year reports, it is not unlikely that the new Firesweep series may this year boost De Soto from twelfth to tenth place in the industry's sales race.

The 1,000 additional sales De Soto had in January as compared to last January has put this division in tenth position at the outset, which is a higher spot than it ever has held for any full year in its nearly 30 years in the market place.

The division's market penetration also is running higher than it was a year ago (1.9 as against 1.7 per cent), and apparently still climbing.

The Firesweep is priced from about \$170 to \$250 less than comparable Firedome models (except for station wagons), which places it in competition with such entries as the Oldsmobile 88, Pontiac Star Chief, Dodge Custom Royal, Nash Ambassador, Hudson Hornet, Mercury Monterey and others.

The new series gives De Soto a car priced to cover about 19 per cent of the market in

which the division previously had not had representation.

If the low price class is eliminated from consideration, the three De Soto series now are offered in a price range that includes 91 per cent of new car sales. With only the Fireflite and Firedome series, this make only had about a 72 per cent coverage.

### PRICE FACTOR

How much of the De Soto line's success in the 1957 model year may be attributed to the move down into the lower price field where the competition is nearly as intense as it is among the low-priced three?

J. B. Wagstaff, De Soto vice president in charge of sales, replies that as of March 10, about 33 per cent of 1957 model sales had been in the Firesweep series—less than the Firedome's percentage but more than the Fireflite's.

More than three-quarters of Firesweep buyers represent "conquests" who have traded in competitive makes, Wagstaff stated in an interview, while making the point that the new series is "not just living off our own fat."

Nearly two-thirds of these "conquests," he added, have been driving a make other than those built by Chrysler total DeSoto sales and in

Detroit Times Automobile Editor

dent, De Soto Division, Chrysler Corp.

"Initial quarterly returns have more than justified our ex-

### Permanent

Response to the DeSoto Firesweep models has been so

permanent member to line. Since it had four months sweep line has ac-

32.8 per cent of about 30 per cent of new car sales were models in the lower price field whose introduction was a new price class.

registration figures to 1950, Wagstaff said no other series in the medium price field in any year had captured as much as the 33 per cent of its division's sales as the Firesweep thus

the division's sales is that the share will continue to close to it with the Firesweep about 40 per cent of the balance.

The introduction of the new series was the demand for a series to the low priced sales argued that differential was so

the demand for a series to the low priced sales argued that differential was so great that the demand for a series to the low priced sales argued that differential was so

Wagstaff, up in charge of sales, also says that its new Firesweep model, introduced in the fall, is currently accounting for 35% of De Soto sales because

The new FireSweep series is accounting for one out of every three De Soto sales. Such rapid public acceptance for a totally new car is almost unheard-of in the industry.

But the FireSweep's success goes far beyond press clippings. It gives De Soto dealers a complete line that meets the competition on every level in the medium price field. That's helped boost De Soto's market penetration by 14% over last year. The new De Soto FireSweep is one more proof that now—as never before—it really pays to be a De Soto dealer!

DeSoto Firesweep, has successfully established itself as a permanent member of the DeSoto line, says Col. J. T. "Jim" Hamrick of

DeSoto Firesweep, has successfully established itself as a permanent member of the DeSoto line, says Col. J. T. "Jim" Hamrick of

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Top: Chairman Teetor  
Above: President Prosser

## PC Names Don Teetor; Prosser Is President

**D**ONALD H. Teetor, vice-president of Perfect Circle Corp. for the past 11 years, has been named chairman of the board, succeeding his brother, Lothair Teetor, in that post.

Elected president was William B. Prosser, who succeeded Ralph R. Teetor. Reelected were Vice-President Daniel C. Teetor and Secretary-Treasurer George Rea. Herman C. Teetor succeeded Donald H. Teetor as vice-president.

Lothair Teetor, retiring from the chairmanship which he has held since 1946, will continue as a director. Retiring President Ralph Teetor will also continue as a director and will maintain an active association with the business, devoting his attention to new product development projects.

Donald H. Teetor is one of four sons of Charles N. Teetor, the company's second president. He joined the company in 1926 and was elected a director in 1927. In 1955 he was president of National Standard Parts Association.

"I haven't the heart to tell him I found what was causing the rattle."



You'll do  
better  
with  
**Shurhit**



This is an excellent Wall Cabinet assortment for service stations, super service stations and small garages. It provides adequate initial coverage of the fastest moving items — Assembled Contact Sets, Condensers, Caps, Rotors, Coils and related parts. Full length door permits locking cabinet which is 22" wide, 27" high and 11" deep. For full details on this and other assortments, see your Shurhit Jobber or write us for Catalog No. 55.



**Shurhit PRODUCTS, INC.**  
Waukegan, Illinois

WORLD'S FINEST IGNITION

## Do You Qualify?

### SELL PROFITABLE SCHOFIELD AUTOBODY REPAIR PANELS!

If you service body shops, nationally advertised Schofield body repair panels and sections will boost your income on every call. They produce a big 50% profit!

There are over 400 Schofield panels and sections available for fast, extra-profit body repairs. This prestige line covers most makes and models on the road including many 1956 and 1957 series plus the famous Schofield rocker panels that snap-on! WRITE, WIRE OR PHONE FOR FULL INFORMATION ON AVAILABLE TERRITORIES.



**SCHOFIELD MFG. CO.**

1158 E. 222nd ST.

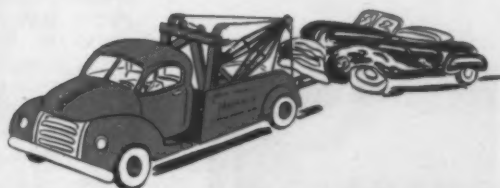
CLEVELAND 17, OHIO

WORLD'S LEADING MFR.  
OF BODY REPAIR PANELS





## STEP-UP Your INCOME with 20 TONS of Earning CAPACITY



### HOLMES 650 WRECKER

A Heavy Duty Model with 20 TONS of Earning Capacity. Power aplenty for most of today's Big, Heavy jobs, yet fast and flexible enough to be economically used for light Cars and Trucks. The Wrecker has double swinging booms, each of 10 Ton Capacity, Outboard Legs, Dual Controls, extra large Drums and many other features.



**"BIG PROFIT JOBS  
DON'T DRIVE-IN  
THEY'RE TOWED-IN"**

**HOLMES**  
*Wrecker Equipment*

Ever stop to think what the addition of a Holmes Heavy Duty Wrecker with its 20 TONS of Earning Capacity would mean to the operation of your Shop? If not, then here are some facts about this versatile unit and how it can make money for you. The 650 Model, when mounted on a suitable Truck, provides everything a good operator needs to handle almost any pick-up or recovery job . . . even large Trucks and Busses. Being in a position to render Fast, Efficient Road Service of this type will enable your shop to pick up jobs it could NOT otherwise obtain. It will extend your Services Miles Away from the shop and by so doing, greatly step-up earnings with extra profits from Towing and Wreck Rebuilding. Why not give your service operations a LIFT . . . with a New HOLMES 650 WRECKER. Write today for Details.

**ERNEST HOLMES COMPANY**

Chattanooga 7,

Tennessee

## VCAWA President Cites Problems of Jobbers

**T**HREE problems heading the list of those besetting the wholesaler today were cited last month by the new president of the Virginias - Carolinas Automotive Wholesalers Association.

Replying to a request from SOUTHERN AUTOMOTIVE JOURNAL to detail what he considered the most important matters concerning the jobber now, R. E. Kirkland, Jr., of Barnes Motor & Parts Co., Wil-

President Kirkland



son, N. C., enumerated:

"1.—How to keep gross profit margins from slipping below a break-even mark. This, of course, involves many aspects of our business, such as freight costs, turn-over and being competitive with car-factory prices.

"2.—The jobber must keep his house clean of obsolescence in order to have sufficient capital to grow with our industry.

"3.—With the increase in model changes and new technical advances on present-day cars, the jobbers must train both their employees and customers better if we are to retain our share of the market."

The association is composed of approximately 60 members, including some of the longest-established wholesalers in the four states.

### B & D Opens at Washington

The Black & Decker Mfg. Co. has opened a factory service and sales branch at 2353 Rhode Island Ave., N. E., Washington, D. C., serving Washington and adjacent areas in Maryland, Virginia and West Virginia.



A. W. "Al" Cox of Charlotte, N. C., formerly with Johns-Manville Sales Corp., is now a partner in the J. B. Ruark Sales Agency, High Point, N. C. J. B. "Jim" Ruark announced. The firm serves the Virginias and Carolinas.

### Mahanay Moves in Oklahoma

Mahanay Bros. Auto Parts, Clinton, Okla., has leased a 10,000-square-foot building at 205 Frisco Ave. and will move by May 15, Co-owner Gene W. Mahanay announced. The building has upstairs offices and a room for dealer meetings to seat 75 people.

# TARLENE

## AUTOMATIC TAR REMOVER



No scrubbing! Apply! Count to 6... Tar is gone! SAFE for new LUCITE-ACRYLIC PAINTS, dilue with 1 to 2 parts kerosene... goes farther. For all other cars use "as is."

CAR DEALERS buy for cleaning used cars. SERVICE STATIONS buy for removing rust stains, brightens aluminum. PAINT SHOPS BUY for removing wax and silicones.

EXCELLENT UNDERBODY COAT REMOVER



## Acclaimed DETROIT'S best...

### One of the country's most popular Hotel TULLER

...featuring convenience, comfort, quality! A cosmopolitan atmosphere in home-like setting. In the center of all downtown activities. Newly decorated. Ultra modern, comfortable guest rooms... excellent food at moderate prices in our modern coffee shop and cafeteria.

Radio and Television in room.  
Air Conditioned rooms in season.

FACING GRAND CIRCUS PARK  
**DETROIT, MICHIGAN**  
Harry E. Paulsen  
General Manager



**FAMILY  
RATES**  
No Charge  
for Children  
12 and Under

**800 ROOMS  
WITH BATH  
from \$4**

**GARAGE and  
PARKING LOT**

# What Did Whit and John Say?

By Baron Creager  
Southwestern Editor

SOME persons well acquainted with both personalities and backgrounds gawked in popeyed surprise as two men left the Southwest Automotive Show in Dallas a few weeks ago and climbed into an automobile.

One was short, stocky, with a bushy head of black hair and wore glasses. The other was younger, taller, handsome, smiling, poised.

These two were B. W. "Whit" Ruark and John "Johnny" Reynolds. Extraneous identifications are these: Ruark is general manager of MEWA and has advanced an idea about what is generally referred to as a "merger," involving, principally, MEWA and NSPA. Reynolds is sales manager for Straus-Frank of Houston and, late last month was promoted to become senior vice-president of NSPA. He is chairman of an NSPA committee appointed to study the possibilities of a "merger." Under usual procedure he will become president of NSPA next year.

The car into which they climbed, just like old buddies, was the car of Johnny Reynolds. Johnny said later that he took Whit out to the new Straus-Frank plant in Dallas just to show him the building. Did they discuss the merger?

"Well," Johnny parried, smiling,

"yes, there was some talk about the proposed 'merger.' In fact, we had a long and earnest conversation. What did we say? You know, I don't think I remember that conversation specifically, at least not for publication. I will say this: Whit is a fine fellow. Very brilliant mind. Might ask Whit what we talked about."

But by that time, Ruark had returned to Chicago. Reynolds was told:

"Wish he were still here. It would be interesting to ask him. His answer would be interesting, too."

Johnny only smiled. "Fine fellow, Whit. Very brilliant. Sharp. We had a nice ride and a nice visit. Be seeing you."

Beyond what was said between Whit and Johnny—of which little, if any, will ever be known except by these two—there was some merger talk in Dallas. But it was brief and it was facetious. It transpired following a dinner served at the Dallas Athletic Club by the Southwest Group, Automotive Affiliated Representatives. Both Ruark and Reynolds were guests.

The guests were all introduced and when it came Ruark's turn, his remarks included a passage that approximates the following:

These firms at Johnson City, Tenn., adopted this small notice to be sent to their customers in an effort to emphasize the high costs of delivery where small orders are placed for an immediate delivery.

## TO OUR CUSTOMERS

We appeal to you with reference to our high cost of DELIVERY SERVICE.

Could you possibly work toward grouping your order so that several items could be requested or enough value to at least let us break even on the delivery?

We know you understand and will want to co-operate. Thank You.

**AUTOMOTIVE ELECTRIC COMPANY  
BATES AUTO PARTS  
MOTOR PARTS COMPANY  
RANGE AUTO PARTS, INC.  
SOUTHERN AUTO SUPPLY COMPANY**



"Johnny" Reynolds

"A year ago when I was a guest at this function, I advanced an idea for consideration. And now it seems that Johnny Reynolds is interested in my idea."

Ruark did not use the word merger, according to reliable information, but everyone within earshot knew what he meant.

Then came Reynolds' turn. According to reports he said, approximately:

"There is a difference between a 'proposition' and a proposal of marriage. And as I see it, Whit's idea is more of a proposition than it is a proposal of marriage."

It was following this meeting and these facetious remarks that Ruark and Reynolds took their ride to the new Straus-Frank plant. If they drove there and back and also inspected the plant, there was enough time for a "long and earnest conversation"—a real long one. The driving distance each way, through traffic, is at least 15 miles, maybe 20.

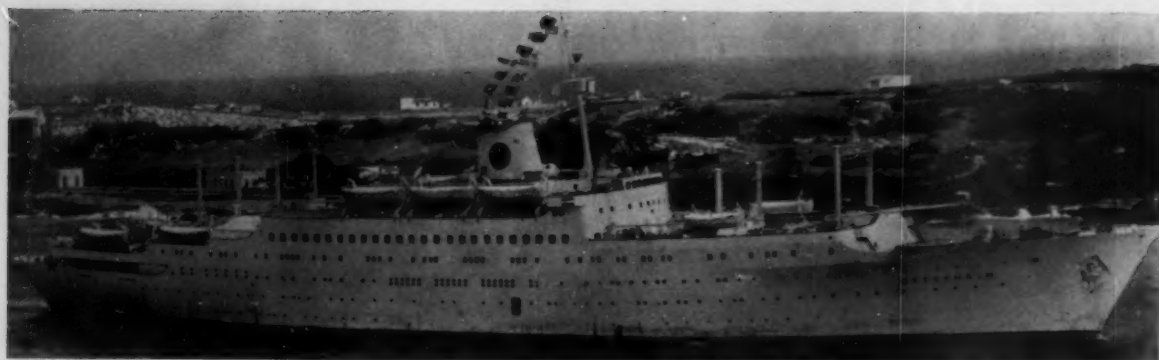
Straus-Frank holds memberships in both NSPA and MEWA, by the way.

## Willard Appoints Whitehurst

Appointment of E. J. Whitehurst as staff assistant for the automotive division of Willard Storage Battery Division has been announced by J. S. Harbison, manager of replacement sales. Whitehurst, who recently was named district sales manager with headquarters in Raleigh, N. C., formerly covered North Carolina and Virginia.

"H. M. Wiley, who was formerly with us, has returned as our shop foreman," announced Ned E. Holland, president of Holland Auto Supply, Inc., Greenville, S. C.





The Swedish American Line's Stockholm will again be the home base for a convention of the North Carolina Automotive Wholesalers Association and friends of NCAWA members. The cruise, scheduled for late November to Havana and Nassau and return to Wilmington, N. C., duplicates the voyage to Bermuda in November 1955. Approximately 150 persons had already inquired early this month about plans for the trip, even though details were not to be revealed until the annual convention at Raleigh May 12-14. The ship will sail at 11:30 a.m. Saturday, Nov. 30, for Havana, return by Nassau and will be due at Wilmington Dec. 6.

## North Carolinians Hear Col. Henry Kendall

PROGRAM details not mentioned on page 138 about the convention of the North Carolina Automotive Wholesalers Association included the following:

Col. Henry Kendall, chairman of the Employment Security Committee of North Carolina, explained the workings of that organization. J. R. Sprung of the Interstate Traffic Adjustment Co., Marshall, told how savings could be realized by allowing him to audit freight bills.

George McFarlane of Wilmington, first president, recalled the details leading up to the formation of NCAWA.

Edward MacClements of Automotive Electric Associates, Charlotte, was presented the outstanding service award as the person, other than the association president, who had done the most for NCAWA during the past year.

## Olin Mathieson Names Two

The McEwen Cherry Co. of Nashville, Tenn., and McClintock Sales Co., Dallas, Texas, have been appointed representatives for the Pyro line of anti-freeze and radiator chemicals made by Olin Mathieson Chemical Corp.



## GROTE "STOP and TAIL" LIGHTS

Bright, easy to see illumination protects equipment and pay-load no matter the weather. Grote "Stop and tail" lights transmit more light—reflect more light. Models available with either plastic lens and metal door or plastic lens-door combination. All models are moisture proof and include brass socket with either pigtail or plug-in type connections.

Distributed throughout the U. S. and Canada



Lamps • Directional Signals • Reflectors • Flares • Mirrors

THE GROTE MANUFACTURING COMPANY, INC. • Bellevue, Ky.

215 Stop and Tail lamp—stud mounting plug connector, with plastic lens and metal door.

PF-218 Stop and Tail lamp—flush mounting pigtail connectors, with plastic lens-door combination.

*"Don't neglect your rear guard"*

257 Stop Light, bracket mounting—7" bullseye and concentric circle lens pattern. One piece plastic lens and rim construction.



ANOTHER FIRST FOR

# TRIPLEX PISTONS

## COLOR-CODED

### PACKAGED WRIST PINS

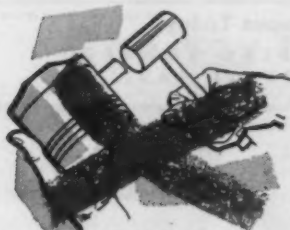
Triplex leadership again brings you an important advancement

Now all TRIPLEX pistons in a set are identically color-coded to identify wrist pin hole sizes, uniform to 65 millionths of an inch! Wrist pins, uniform to the same close tolerance, are separately packaged in the same cartons, color-coded to match. Pins in red coded packages give interchangeable precision fit in red coded pistons, yellow pins fit yellow pistons, etc.

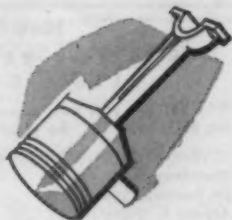


New Triplex cartons are one inch longer to accommodate the packaged pins.

### Complete SINGLE-STEP ASSEMBLY!



No more disassembly!



Simply match same color-coded pins and pistons!

◆ Saves costly shop time! The new TRIPLEX method of color-coding precision-matched pistons and pins eliminates pin-from-piston disassembly . . . saves time in boring or honing connecting rods . . . reduces danger of piston skirt diameter and pin end distortion . . . assures exacting fit every time!

WRITE TODAY for catalogs and prices

## TRIPLEX CORPORATION OF AMERICA

PUEBLO, COLORADO

## Net Profit Lags Behind; Plug Sales By Peddlers, Oil Companies Decried

**T**HE net-profit tail has been wagging the higher-volume body of a number of wholesalers over the South and Southwest.

Seventy-nine per cent who answered a questionnaire mailed to 350 last month reported sales volume up for the first four months of this year as compared with the same period of 1956, but the increase was insufficient in some cases to offset higher costs, with the result that for some firms the net was down.

Respondents again pointed out that some of their increase could be attributed to higher prices set by factories.

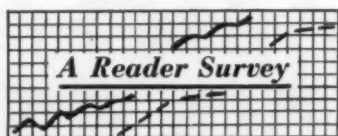
Fourteen per cent said their sales were down. Seven per cent listed the same volume as for the comparable 1956 period.

Complained one wholesaler of Tennessee whose volume was up 14%:

"Our biggest problem is spark plugs being sold by wagon peddlers and oil distributors at six to

eight cents each below 50-lot printed prices. Our plug sales are off approximately 60%. We suggest automotive jobbers demand that manufacturers do something about it."

The two lines of plugs he mentioned as being involved are among the best known in the industry.



A South Carolinian listed sales up 20% "and overhead increased in proportion."

A veteran South Carolina manager with a sales climb of 15% reported:

"This is the most competitive year in my experience. It is getting harder to make a profit—dog-eat-dog philosophy."

From a previously arid area of Texas came this report:

"Our sales the first quarter of 1957 were up 18% over the same quarter of 1956. Our collections for the first quarter were slow. Hope they improve from now on, with the recent heavy rains. We anticipate good business in our section from now on."

One Texan whose volume was up 25% observed:

"There seems to be a trend toward selling more and more to dealers on jobber prices, thus eliminating the small jobber."

While sales were up 25% for a Missourian, he reported difficulty in getting personnel. The available supply "is untrained and unwilling to learn," he said.

A Birmingham, Ala., executive said:

"We find the biggest trouble we are having these days is with 'hot shot' delivery. There seems to be no end to the free service that the jobber has to supply to his customers these days."

Personnel "lay-offs" in a textile mill accounted for one Alabamian's sales being off about one per cent.

Biggest drop was reported by a New Mexico official—17½%.

# VELLUMOID

Install  
**VELLUMOID Gaskets**  
with Confidence!

More mechanics are specifying Vellumoid for trouble-free superior performance. A wide selection of Vellumoid gaskets that match or exceed original equipment specifications are available.

Ask your jobber.

THE VELLUMOID COMPANY

Worcester, Massachusetts

### RAJAH PAT. HAND CRIMPING TOOL



**NOTE—The simplicity of this Tool  
It strips and also crimps Rajah Terminals to  
Ignition Cable**

Order from your jobber or direct from us.  
Send for circular and prices.

The Rajah Company, 35 Verona Ave., Newark, N. J.

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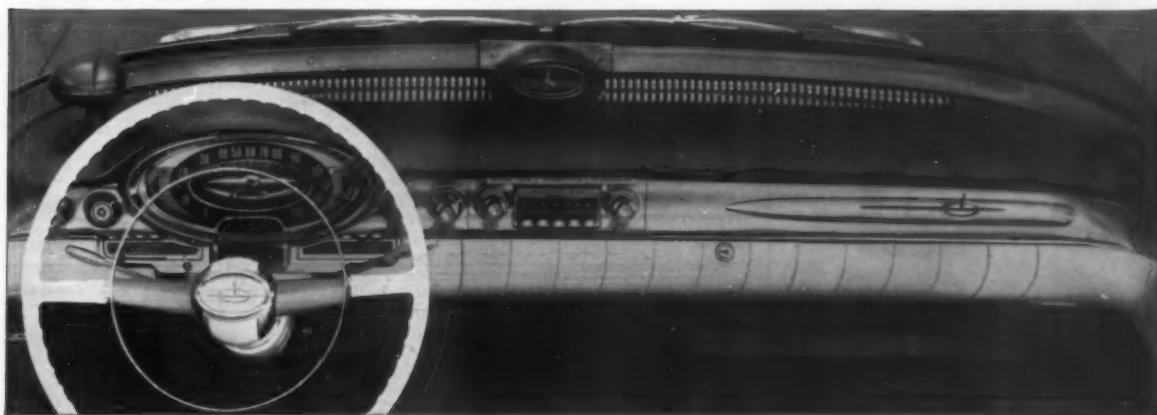
# OLDSMOBILE

FIRST WITH THE FEATURES WITH NEW SALES APPEAL

*Another  
demonstration  
natural...  
exclusively  
OLDS!*



## NEW STRUT-MOUNTED INSTRUMENT PANEL



### The key to all that's new inside an Olds!

A brand new concept in instrument panel design, Oldsmobile's new Strut-Mounted Instrument Panel keynotes a host of exclusive new interior features. And for Olds dealers it's the key to *bigger results from the seat that sells* . . . for Oldsmobile's unique Strut-Mounted Panel is the first big difference every Olds prospect sees when he gets behind the wheel.

Strut-mounting, in itself, is a masterpiece of creative engineering. The instrument panel becomes a structural member, giving the body added strength and rigidity. The free air space between the panel and windshield improves circulation, completely eliminates pockets of hot or cold air under the dash. What's more, with the radio speaker

now located behind the panel, sound follows the curved windshield and is evenly distributed throughout the car. Right in front of every prospect's eyes are such extra-value features as the exclusive Dual-Range Power Heater, new 27-inch glove compartment and Safety-Recessed Controls. Just one more reason why it's *great* to be with Olds!

OLDSMOBILE • DIVISION OF GENERAL MOTORS CORPORATION • LANSING, MICHIGAN



### Akro DUAL-DUTY TUBELESS TIRE Repair Kit



FEATURING  
COLD VULCANIZATION

Everything needed to make safe, sure and profitable tubeless tire repairs: specially-designed, patented plugs, cold, chemical cure cement, plug pulling tool, buffer and puncture gauge.

### Akro DUAL-DUTY TUBE REPAIR



FEATURING  
COLD VULCANIZATION

Great time-saver and money-maker for tube repairs. Feather-edge of cushion-gum welds repair to tube during wheel spin. The kind of tube repair your customers want and need!

**PLUS** Akro Criss-Cross,  
Double Cushion and Perma-Patch  
Tire Repairs.



"Automotive Service & Know-How Since 1929"  
**THE BUXBAUM COMPANY**  
CANTON 1, OHIO



Officers who will lead the North Carolina Automotive Wholesalers Association until next spring include (l. to r.): first row, R. E. Kirkland of Wilson, retiring president; L. T. "Rents" White, Jr., of Raleigh, president; Alex Strickland of Wilmington, vice-president; Jesse F. Jones, Jr., of Raleigh, executive secretary; second row, B. E. Winstead, Jr., of Rocky Mount, R. F. Ashworth of Durham, S. B. Norton of Burlington, Max A. Hayes of Asheville and E. L. Brown of Hickory, directors. Floyd C. McLean of Laurinburg, elected a director, was absent, as was N. B. Starling of Raleigh, elected the treasurer. Approximately 175 attended the three-day convention.

## Multiple Distribution by Factories Is Assailed at Tarheel Convention

**M**ULTIPLE distribution policies of some manufacturers drew a resolution of protest last month at the annual convention of the North Carolina Automotive Wholesalers Association at Raleigh.

Net profit is being affected by these policies, said the resolution offered by the resolutions committee.

Another resolution threw the association's support back of a legislative movement to forbid banks to charge for handling non-par-bank checks.

The attendance ranked as high, if not higher, than the three previous annual conventions, with nearly 200 on hand, including scores of wholesalers.

O. H. Smith of Greensboro won the drawing of two tickets good for the association's Havana-Nassau cruise aboard the M. S. Stockholm Nov. 30-Dec. 6. Advance registrations indicate that far more will make this cruise than the 130 who sailed to Bermuda a year and a half ago. The ship will depart again from Wilmington, N. C.

Executive Secretary Jesse F. Jones, Jr., reported that the membership had increased a net of 20 in the last 12 months.

Members representing the 12 original founders of the association who had contributed \$1,700 for the purpose declined the one-half refund ordered earlier by the board. They voted instead to return this money to the manager for use in a special membership campaign.

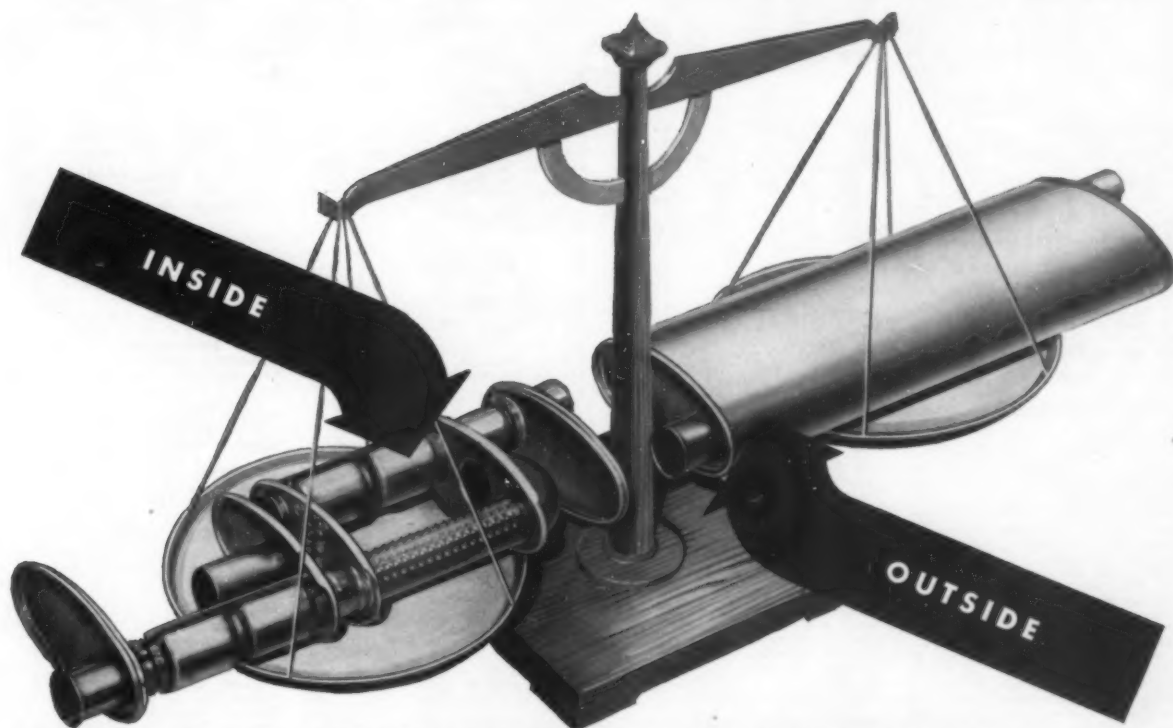
The program included reports on the effectiveness of local associations by Russell E. Wood of Raleigh, E. B. Snyder and W. E. Stanford of Greensboro, G. G. Young of Winston-Salem, Robert M. Hill of Charlotte, Allen Lewis of Wilmington and S. B. Norton of Burlington.

The speakers included Calvin Johnson of Washington, D. C., special consultant on public affairs for the American Trucking Associations; C. C. Campbell of Charlotte, president of Carolinas Automotive Booster Club B-33, whose group sponsored a social and cocktail hour prior to the banquet; Reeves A. Lukens of Pilot Life Insurance Co., Greensboro, who explained the group insurance program now available to members, and John R. Jordan, association attorney.

(See pg. 134 for other details)



# The LIFE of a Muffler Depends on "Corrosion-Balance"



and so do **LASTING POWER** and **CONTINUED QUIET!**

## "Corrosion-Balance" is built into every Soundmaster

by doing the right things—in the right places—in the right muffler. Here are the three principal means employed by Soundmaster engineers:

- **Corrosion-Resistant Materials**—Used outside and inside in accordance with car factory practice.
- **Temperature Distribution**—Internal design and use of insulating materials maintain temperatures of all zones above evaporating point of acid condensates even under low speed driving.
- **Zonal Drainage**—An advanced design concept which re-circulates acid-condensate from lower to higher temperature zones which accelerate vaporization.

When any one of the many component parts of a muffler fails—through corrosion or any other cause—that muffler has become defective, and has started on its way to ultimate failure. Noise levels increase progressively. Engine performance and economy are on the down-grade as back pressure builds up. That's why the "Corrosion-Balance" built into every Soundmaster Muffler is so important to you and your customers! It is the key to long and effective muffler life—a characteristic particularly noticeable in dual systems. On your next muffler replacement, whether on a new car or old, use Soundmaster. Quickly and conveniently available from your nearby N•A•P•A Jobber.

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# Soundmaster MUFFLERS



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This listing of Advertisers and Manufacturers' Agents is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. However, no allowance can be made for errors, or for failure to insert. We will appreciate your calling to our attention any corrections or omissions promptly. Only manufacturers' agents are listed on opposite page.

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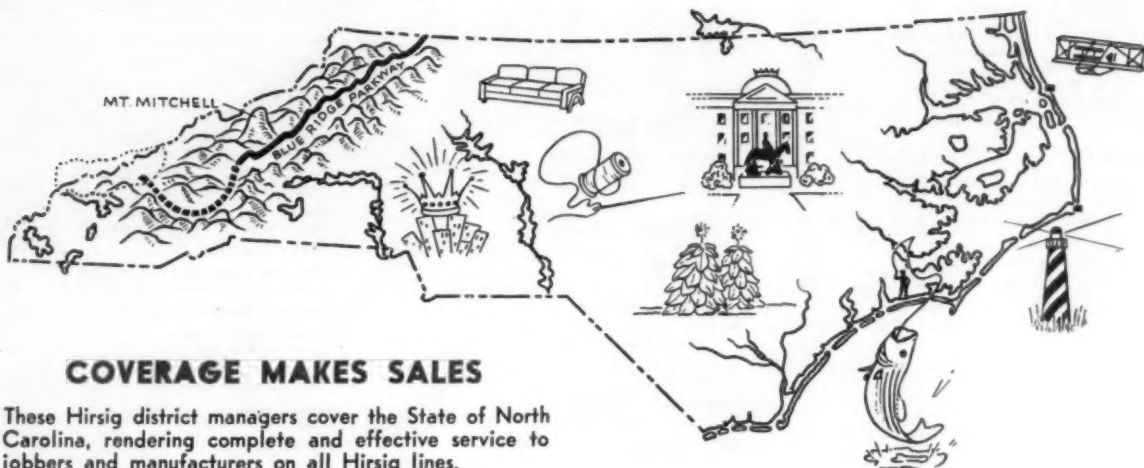
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# NORTH CAROLINA

## SUMMER PLAYGROUND OF THE SOUTH

### AUTOMOTIVE STATISTICS

Total Vehicle Registrations .....	1,259,714
Gallons of Gasoline Used 1955 .....	1,254,148,000
New Car Dealers .....	1,041
Independent Garages .....	1,212
Number of Service Stations .....	6,461
Miles of Paved Road .....	33,628
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### COVERAGE MAKES SALES

These Hirsig district managers cover the State of North Carolina, rendering complete and effective service to jobbers and manufacturers on all Hirsig lines.



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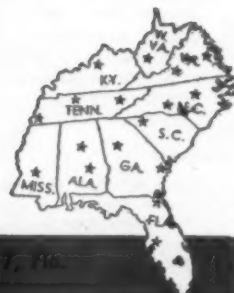


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The Hirsig organization covers all of the ten Southeastern states just as intensely as they cover the State of North Carolina. The ten states covered are Florida, Georgia, South Carolina, North Carolina, Virginia, West Virginia, Tennessee, Kentucky, Mississippi, and Alabama.



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## Why settle for part-time protection?

● **Hastings Oil Filter Cartridges keep oil clean all the time—from filter change to filter change.\* The reason is Densite.**

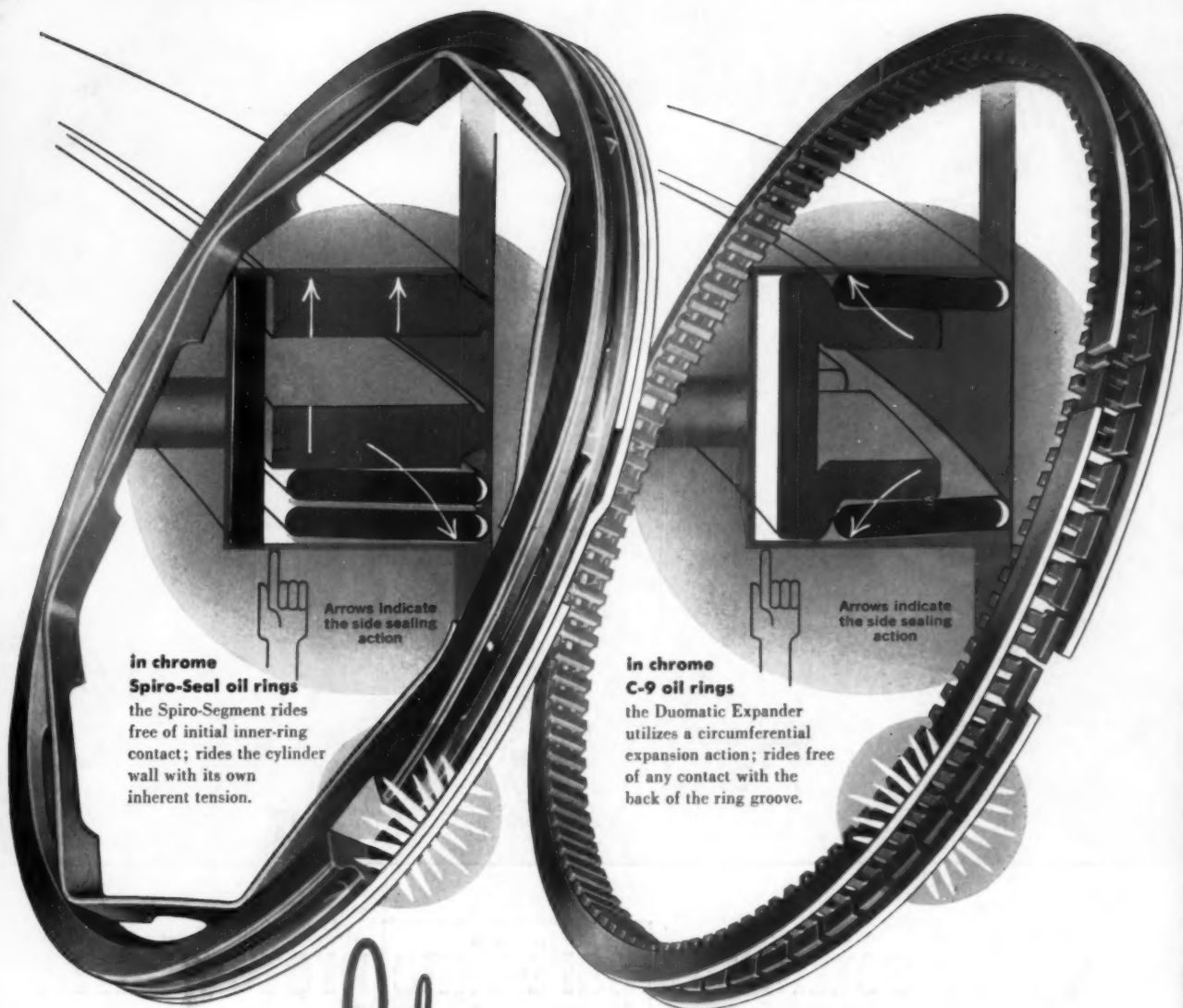
Densite—an amazing new type of filtering material—is made of millions of selected cotton fibres, pressure packed so oil must flow through countless tiny openings, pass many surfaces of fibres. The most microscopic abrasives cling to these fibres—and stay there! Recommend Hastings Filter Cartridges. You'll add a host of satisfied customers—build repeat business, repeat profits.

\*When replaced as normally recommended. This fact proved by tests conducted in accordance with U. S. Bureau of Standards procedure.

Patent applied for



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Oil Filters, Piston Rings, Casite, Wear Reducer, Spark Plugs



**in chrome  
Spiro-Seal oil rings**  
the Spiro-Segment rides  
free of initial inner-ring  
contact; rides the cylinder  
wall with its own  
inherent tension.

Arrows indicate  
the side sealing  
action

**in chrome  
C-9 oil rings**  
the Duomatic Expander  
utilizes a circumferential  
expansion action; rides free  
of any contact with the  
back of the ring groove.

Arrows indicate  
the side sealing  
action

## Only **RAMCO** has **BOTH** types of **Circumferential Expansion Chrome Oil Rings** to insure ***FINEST Get UP and GO!*** for **EVERY** Engine!

Not just one exclusive chrome plated oil ring . . . but two! That is Ramco Engineering's answer for you who want finest re-powering results and maximum customer goodwill. Chrome C-9 or Chrome Spiro-Seal, whichever oil ring will deliver finest re-powering results, is the oil ring you get when you use Ramco engineered 10-Up sets.

Each ring has years-ahead features which make it the outstanding performer in the engine for which each is recommended. In C-9, for example, you get Ramco's exclusive Circumferential Expansion construction. This puts up to 20% more contacts on the chrome rails to assure maximum conformability. It also provides ad-

vanced side-sealing action so important for many of today's engines.

In Spiro-Seal Oil Rings, you get the exclusive Ramco Circumferential Expansion action of the Chrome Spiro-Segment for both efficient side sealing and superior conformability. This

plus the Double-Life Principle which utilizes, also, a full fledged, cast-iron oil ring makes it the outstanding performer for most of today's re-ring jobs. For all the facts about Ramco engineered 10-Up piston ring sets, see your Ramco Jobber, or write Ramsey Corporation, St. Louis 8, Mo.

Whatever is **FINEST** for the Engine you get in

# RAMCO

## **10<sub>up</sub>** piston ring sets